# Hi-Power BB & Pellet Guns for Sport and Fun!

**(1) AIR-POWERED CROSMAN.** Exclusive, self-cocking design, precision rifling. Pump-up model. 35½" long. Shoots .22 pellets.
**3EC5019** ..... **$24.95**

**(2) CROSMAN ".22 CARBINE."** Gas powered by CO2 cartridge. Fingertip cocking. Easy bolt action. Crosslock safety. Hardwood stock. Shoots .22 caliber pellets.
**3EC5013** ..... **$21.95**

**(3) HAHN BB REPEATER.** Holds 30 BB's. Exclusive "swing magnet" loading . . . just a flip of the cocking lever and it's ready to fire. CO2 gas powered. Wood-grained stock. blued barrel, 34" long.
**3EC5020** ..... **$15.95M**

**(4) HY-SCORE SINGLE SHOT.** No pumping! Single breaking action cocks mechanism for firing. All-steel rifle has genuine rifled barrel, adjustable rear sight. Shoots .177 caliber pellets.
**3EC5018** ..... **$17.50M**

**(5) HY-SCORE AIR RIFLE.** No pumping! Single breaking action cocks for firing. Bead-type front, adjustable rear sight; military trigger. Shoots .177 caliber pellets, BB's or darts.
**3EC5023** ..... **$11.95M**

**(6) CROSMAN SLIDE ACTION BB AIR RIFLE.** New barrel slide-action cocking at the shoulder. Faster, easier, safer . . . no pulling heavy pumps or levers. High velocity, top accuracy. Extra rugged construction. Hardwood stock.
**3EC4975** ..... **$12.95M**

## Ammunition for BB - Pellet Guns

**(7) CROSMAN POWERLETS.** CO2 gas cartridge for use with all Crosman and Hahn gas-powered rifles and pistols.
**3EC4970—Box of Five** ..... **98cM**

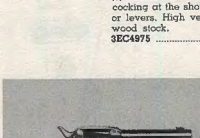
**(8) MARKSMAN A-B-C LEAD PELLETS.** For all makes of pellet rifles and pistols. Box of 200.
**3EC5026—.177 Caliber. Box** ..... **70cM**
**3EC5027—.22 Caliber. Box** ..... **85cM**

**(9) CROSMAN PELLETS.** Lead.
**3EC5015—.177 Caliber. Box of 250** ..... **$ .95M**
**3EC5017—.22 Caliber. Box of 250** ..... **1.15M**

**(10) MARKSMAN STEEL-TIP DARTS.** For all .177 caliber air guns and rifles. Assorted red and blue. Package of 12.
**3EC5028** ..... **60cM**

**(11) REVELATION AIR RIFLE SHOT.** Copper-coated. Packed in handy tubes.
**3EC5009—Tube ea.** ..... **7c**
**3EC5010—Large Tube, ea.** ..... **12c Pair... 22c**
**3EC5016—Jumbo Tube BB's, ea.** ..... **25c**

**Air rifles and pistols not offered where law prohibits sale.**



## Hahn 18-Shot BB Six-Shooter

Powered by $CO_2$ Crosman Powerlet. Has the feel of the West's famous Peacemaker. Factory tested for accuracy. Nicely balanced. Ideal for fast-draw practice. Good-looking staghorn plastic grip.
**3EC5021—Single Shot Action** ..... **$15.95M**

## Ranger Sling Shot

Shoots both pellets and arrows. Precision-made for perfect shooting. Complete with extra rubber band, leather sling, target arrow attachment and 30 steel balls. (Not legal in some states.)
**3EC4950** ..... **$1.15**

## Marksman Repeater Air Pistol

"Like a real .45!" BB 20-shot; pellets or darts. Made to exact precision manufacturing standards. For short distance shooting. Large supply of ammunition is included. Shoots .177 caliber.
**3EC5004** ..... **$8.95M**

## Daisy Bulls-Eye BB Six-Gun

Single-action, 12-shot repeater. Automatic feed. Complete with two packs of BB's and tube of gun oil. Has the authentic feel and look of revolvers of the Old West! Well-constructed to strict requirements. Great for sport or fun! 10¼" long.
**3EC5003** ..... **$5.95**

# Daisy Air Rifles for Performance and Economy

**(1) DAISY "SPITTIN' IMAGE" LEVER ACTION REPEATER.** Looks just like the famous Model 94 Winchester. Has new "slim-line" barrel, accurate buckhorn rear sight and ramp-type front sight. Side loading port . . . BB's are easily loaded through an authentic port on the receiver plate. Two-way lever cocking, positive safety lock hammer, 40-shot capacity. Automatic spring feed. 38" long.
**3EC4993** ..... **$12.98M**

**(2) DAISY "SPORTER" LEVER ACTION REPEATER.** All new. Smartly styled checker forearm and pistol grip. Adjustable rear sight. 850-shot repeater.
**3EC4982—38½" Long** ..... **$9.95**

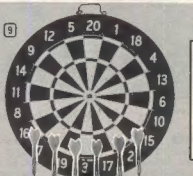
**(3) DAISY PUMP-TYPE AIR RIFLE.** Ever-popular pump-action, forced-feed repeater. Adjustable combination rear sight, ramp-type front sight. Plated trigger, simulated silver engraved receiver, full oval stock. A "sure hit" with youngsters!
**3EC4989—37" Overall Length** ..... **$11.98**

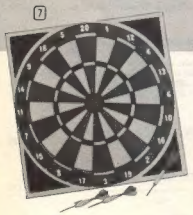
**(4) DAISY GOLDEN "750" AIR RIFLE.** Gold Crest Value model, distinctive golden color. An outstanding value at its low price, incorporating many features of higher-priced models. Carbine-style 750-shot lever action repeater features lighting-fast loading, walnut colored checkered plastic stock, grooved "non-slip" forearm. Double-notch rear, ramp-type front sights. With two packs BB's. 32" long.
**3EC4996—Gold Crest Value** ..... **$7.50**

**(5) DAISY "CUB" AIR RIFLE.** A 350-shot, lever-action repeater. Heavy durable steel construction with realistic wood-grain style stock. Newly designed Daisy short stock fits more youngsters. With BB's, gun oil and booklet.
**3EC4997—30½" Overall Length** ..... **$6.98M**

**(6) DAISY "WESTERN CARBINE" AIR RIFLE.** 450-shot repeater! Lightning-fast lever action. Under-barrel for loading, forearm and band, hammer. Adjustable rear sight. Simulated engraving on receiver. Realistic walnut wood-grain composition stock. With BB's and gun oil. 35" long.
**3EC4998** ..... **$8.98**

## Darts . . . An Ever Popular Family Game






**(7) DARTS AND TARGET.** Bright four-color fiberboard target with aerated foam polyethylene face. Three steel-pointed, feathered wood darts balanced for accuracy. Complete with mounting ring and screw. Instructions, game rules on back of box.
**3EC1143** ..... **$1.79**

**(8) COMPLETE DART GAME.** Dart set with metal-wound, paper-bound target, featuring raised plastic dividers for extra durability and easier scoring. Colorful 2-sided board has dart baseball game on one side, conventional English 20-point game on other. Set includes 9-precision steel-tipped darts with plastic fins set in brass. Complete with instructions for many dart games.
**3EC1144** ..... **$5.75**

**(9) QUALITY DART GAME.** Imported English family size, 18" x 54" double-side board with English 20-point and standard "Bull's Eye" targets. Crafted of tightly-wound and laminated coils with metal dividers and bound with a flanged, plated metal rim. Complete with six 5" tournament darts, perfectly-balanced solid brass with tempered-steel points, plastic fins. Complete with official game rule booklet.
**3EC1145** ..... **$3.85**

**(10) QUALITY THROWING DART SET.** Three precision-balanced darts for accurate play. Fitted with tempered-steel points set in machined brass. Replaceable flexible stem and feathering.
**3EC1146** ..... **85c**

A & H Doll Mfg. Corp.
43-12 50th St.
Woodside 77. N.Y.
Telephone: Newtown 9-9464
Showroom 200 Fifth Ave. Room #625

OVERALL SIZE
9" TALL

PAT# D194,130

BIRTHSTONE BELLES

Perfect as Gifts for Parties and Favors

January — *Garnet* February — *Amethyst* March — *Aquamarine* April — *Diamond*

May — *Emerald* June — *Pearl* July — *Ruby* August — *Sardonyx*

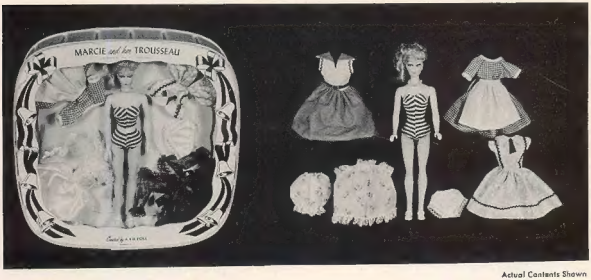
September — *Sapphire* October — *Opal* November — *Topaz* December — *Turquoise*

PRINTED IN U.S.A. BY ROSE COLOR 6 VARICK ST., N.Y. N.Y. CA6-2542

# POSITIVELY NO TV!

## BUT THE GREATEST DOLL VALUE IN AMERICA!

# MARCIE and her TROUSSEAU




Actual Contents Shown

★ ★ ★ SHE'S LOVELY! 11½" SLIM, VINYL, HI-FASHION TEEN DOLL . . . ROOTED . . . FULLY JOINTED!

★ ★ ★ THEY'RE BEAUTIFUL! 5 CHIC COSTUMES WITH EACH TROUSSEAU . . . SEVERAL DIFFERENT ASSORTMENTS!

★ ★ ★ ATTRACTIVELY PACKAGED! FULL-VIEW WINDOW PACK!

★ ★ ★ PRICED FOR VOLUME SALES! WHAT VALUE!

**SEE OUR DISPLAY AT THE TOY FAIR, ROOM 1003, HOTEL NEW YORKER**

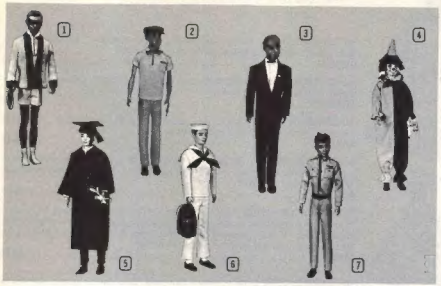
# A&H DOLLS

43-12 50TH STREET, WOODSIDE 77, N.Y.

SHOWROOM: 200 Fifth Avenue, N.Y.C.
Room 625
Chain Rep. Al Cousins Room 352

NOW . . . TURN PAGE FOR *MORE* A&H TOP SELLERS!

# More Sharp Costumes for Handsome KEN!




**(1) TENNIS TIME.** White knit tennis blazer, white tennis shorts, polo shirt, sunglasses, tennis shoes and socks. **3EX9339** ..... **$2.98**

**(2) CASUALS.** Knit tee shirt, polished cotton slacks. Red sports cap, socks and two toned shoes. Sports car keys. **3EX9340** ..... **$1.98**

**(3) TUXEDO.** Tuxedo with satin-faced lapels, white dress shirt, black socks and shoes. Maroon bow tie and cummerbund plus white corsage and boutonniere. **3EX9341** ..... **$4.98**

**(4) MASQUERADE.** Pierrot costume with mask, skull cap, clown hat, shoes, and party invitation. **3EX9342** ..... **$1.98**

**(5) GRADUATION.** Traditional black cap and gown, complete with diploma. **3EX9343** ..... **$1.49**

**(6) SAILOR.** Ken in a sailor middy with rank on sleeve and tie, bell bottom trousers, gob cap, duffle bag, black shoes and socks. **3EX9344** ..... **$2.98**

**(7) ARMY AND AIR FORCE.** Armed Forces summer uniform with accessories for Army or Air Force.. Army overseas cap, tie, belt, brown shoes, and socks. Also Air Force Wings, blue cap and tie, belt, black shoes and socks. **3EX9345** ..... **$2.98**

# Tammy . . . A Sure Favorite!

**(8) ASSORTED TAMMY OUTFITS.** A delight for every young girl who owns a Tammy doll. Fascinating outfits designed especially for Tammy. **D.O.U.: Carton of 12.** **3EX9365** ..... **$2.00**

**(9) TAMMY DOLL OUTFITS.** Assortment of fashionable clothes and outfits to increase Tammy's wardrobe. Popular styles made expressly for Tammy. **D.O.U.: Carton of 12.** **3EX9366** ..... **$2.50**

**(10) ASSORTMENT OF TAMMY OUTFITS.** Luxurious clothes to make every Tammy owner happy. New styles, new fun for young girls. **D.O.U.: Carton of 12.** **3EX9367** ..... **$3.00**

## Popi the Mannequin and Fashion Kits

**(11) POP-APART MANNEQUIN.** Looks like a real fashion models . . . pops apart and together at bustline and waist. Movable arms and legs. Can be glamorously costumed in all kinds of fashions simply by cutting, draping and shaping her various outfits. The basic Popi Fashion Kit comes complete with the 10-inch tall Popi Fashion model . . . clothes to cut out that require no sewing and three glamorous wigs — gleaming brunette, dazzling blonde and spectacular red. **3EX9370** ..... **$1.99**

**(12) POPI FASHION KITS.** Easy for the young designer to make glamorous fashions for Popi—no sewing required.
**3EX9371—Casual Fashions** ..... **85c**
**3EX9372—Lingerie** **85c**
**3EX9373—Playtime Kit** ..... **85c**
**3EX9374—Formal** ..... **85c**

# Doll Costumes They Love . . . Chatty Kathy!

**(13) SUNNY DAY.** Smart rust, green and blue capri set for a sunny day with Chatty Cathy. Includes pants, blouse (with seal and ball applique), hat and sandals. **3EX9400—(398)** ..... **$2.39**

**(14) SUNDAY VISIT.** Lovely shell pink nylon sheer ruffled dress over deeper pink taffeta. Has pink satin ribbon sash with dainty embroidered pink flowered motifs attached at waist. Comes with pink ruffled taffeta panties, pink shoes and white anklets. **3EX9401—(399)** ..... **$3.59**

**(15) SLEEPYTIME PAJAMA SETS.** Cozy sleepytime pajama set for Chatty Cathy. Pink and white print cotton pajamas and nightcap, with furry scuffs. **3EX9402—(694)** ..... **$2.88**

**(16) NURSERY SCHOOL DRESS.** Buttercup yellow dress trimmed with red pleated panel and white collar. Complete with red panties, red velvet shoes and white socks. **3EX9403—(695)** ..... **$2.66**

**(17) PARTY COAT.** Bright red velvet coat trimmed with white mink-like collar. Accessorized with perky hat of mink-like fur, flowers on hat. **3EX9404—(696)** ..... **$2.88**

**(18) PLAYTIME COSTUME.** Blue denim shorts, with red and white striped jacket, red sunhat, white cotton tee shirt and tan sandals. **3EX9405—(697)** ..... **$2.66**

Selling Prices Shown Are Approximate—Ask Your Western Auto Man for Exact Prices

# Exciting New Barbie Costumes!

**(1) MASQUERADE.** Yellow and black short costume, matching clown hat, black tights and mask, shoes and invitation.
**3EX9351** ..... $1.98

**(2) GRADUATION.** Traditional cap and gown with white collar, tasseled mortar board, diploma.
**3EX9352** ..... $1.49

**(3) DINNER AT NIGHT.** One-piece persimmon hostess pajamas, with gold metallic net hostess coat, gold wedgies.
**3EX9353** ..... $2.49

**(4) BRIDE'S DREAM.** Traditional white satin wedding gown, chiffon overskirt. Tulle bridal veil with tiara; long white gloves; garter, necklace, shoes, bouquet included.
**3EX9354** ..... $3.49

**(5) BARBIE BABY-SITS.** Baby doll with moving head and legs in diaper. Includes extra diaper, apron, clock, eyeglasses, phone and phone book, bottle of pop, pretzels, school books and strap. For baby a bassinette with liner, blanket, pillow, sacque, nursing bottle.
**3EX9355** ..... $2.75

**(6) CAREER GIRL.** 2-piece tweed suit and matching hat, red sleeveless pullover with long black gloves and black shoes.
**3EX9356** ..... $2.98

**(7) SWINGIN' EASY.** Green, full-skirted print party dress with wide cummerbund and sash, white purse, "pearl" on chain, black shoes.
**3EX9357** ..... $1.98

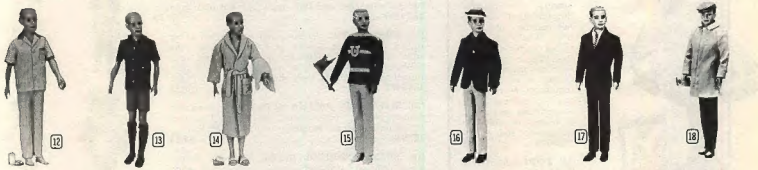
**(8) BUSY MORNING.** Red and white suntop dress, cartwheel hat, tote bag, telephone, "pearl" on gold chain and white shoes.
**3EX9358** ..... $2.49

**(9) WINTER HOLIDAY.** "Leather" car coat, hooded T-shirt with zipper, zippered pants. Gloves, shoes, plaid zipper bag.
**3EX9359** ..... $3.49

**(10) ENCHANTED EVENING.** Satin formal, necklace, "pearl" drop earrings, shoes with glitter strap, long gloves, full stole.
**3EX9360** ..... $3.98

**(11) ORANGE BLOSSOM.** Bridesmaid yellow sheath with white eyelet overdress, tulle hat, white gloves, shoes, and bouquet.
**3EX9361** ..... $2.49

# Costumes for KEN -- Barbie's Boy Friend!




**(12) SLEEPER SET.** Two-piece, striped pajamas with solid brown trim. Accessories: sweet roll, milk glass and alarm clock.
**3EX9331** ..... $1.49

**(13) SPORT SHORTS.** Colorful cotton sport shirt and contrasting bermuda shorts. Socks and brown oxfords.
**3EX9332** ..... $1.98

**(14) TERRY TOGS.** Terry robe, embroidered with "K" on pocket, matching terry sandals and towel. Jockey shorts, sponge, soap, comb, and toy electric razor.
**3EX9333** ..... $1.98

**(15) CAMPUS HERO.** Pullover knit sweater, white duck pants, white oxford shoes and red socks. Banner and letter "U."
**3EX9334** ..... $2.98

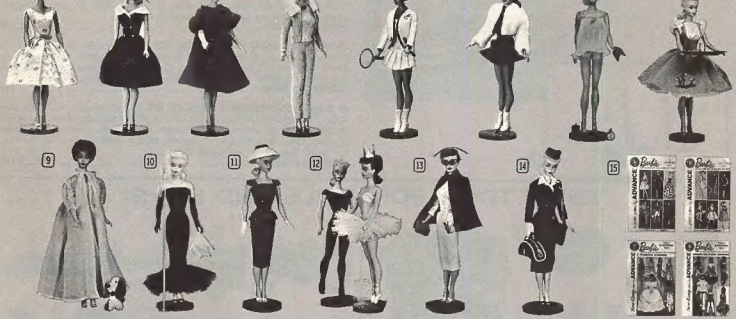
**(16) DREAMBOAT.** Solid color sports jacket, open collar sport shirt, tailored slacks with snap brim straw hat, socks.
**3EX9335** ..... $3.98

**(17) SATURDAY DATE.** Natural shoulder "wool" suit, long-sleeve white shirt. Ivy striped tie, oxford shoes, socks.
**3EX9336** ..... $3.98

**(18) RALLY DAY.** Three-quarter length beige poplin car coat, red sportscar cap, car keys and rallyers road map.
**3EX9337** ..... $2.49

**YACHTSMAN.** (Not Illus.) Blue denim slacks, jacket, tee shirt. Socks and shoes, yachting book.
**3EX9338** ..... $2.98

# Favorite Costumes for BARBIE Dolls!




(1) **GARDEN PARTY.** Pink print dress with tier of white eyelet ruffles in front panel insert and white gloves and shoes.
**3EX9304** ..... **$1.98**

(2) **AFTER FIVE.** Four button black organdy dress with flared skirt, white organdy portrait collar and matching white organdy black-ribboned hat, black shoes.
**3EX9305** ..... **$1.98**

(3) **RED FLARE.** Red velveteen flared coat with puff inset sleeves, matching pillbox hat, purse, white gloves and shoes.
**3EX9308** ..... **$2.98**

(4) **MOOD FOR MUSIC.** Powder blue velvet hostess capris, matching blue cardigan with white angora collar, white knit evening sweater, gold banded wedgies, "pearl" choker.
**3EX9307** ..... **$2.98**

(5) **TENNIS ANYONE.** Pleated white tennis dress, white tennis sweater trimmed with red. White tennis shoes and socks, racket, ball, sunglasses, rule book.
**3EX9309** ..... **$2.98**

(6) **ICE BREAKER.** Ice skater's red leotard, white furry long-sleeved jacket. Red velveteen flared skirt, nylon tights, shoe skates.
**3EX9309** ..... **$2.98**

(7) **SWEET DREAMS.** Tricot Baby Doll pajamas. Matched hair-bow. Bedroom scuffs, "diary" book, apple, alarm clock. All ready for bed.
**3EX9313** ..... **$1.25**

(8) **FRIDAY NITE DATE.** Cute corduroy jumper. Blouse and petticoat combination. Black shoes. Tray with 2 glasses and straws.
**3EX9318** ..... **$2.49**

(9) **NIGHTY NEGLIGEE SET.** Pretty pleated tricot gown, Peignoir to match. Boudoir scuffs and pert little stuffed puppy, too.
**3EX9319** ..... **$2.98**

(10) **SOLO IN THE SPOTLIGHT.** Stunning evening sheath. Scarf, black shoes, necklace, long gloves and microphone.
**3EX9321** ..... **$2.98**

(11) **SHEATH SENSATION.** Spring time polished cotton sheath dress. Perky sun hat, white gloves, shoes.
**3EX9322** ..... **$1.49**

(12) **BALLERINA.** Complete ballet set. Black cotton practice leotards and tights. Tutu, tiara, shoes and shoe bag.
**3EX9324** ..... **$2.98**

(13) **REGISTERED NURSE.** White uniform, cap and shoes. Navy blue cape. Glasses, diploma and nursing accessories, too.
**3EX9325** ..... **$2.98**

(14) **AMERICAN AIRLINES STEWARDESS.** Authentic uniform. Blue jacket, skirt and cap. White cotton blouse. Shoes, purse, bag.
**3EX9328** ..... **$3.50**

**Look for Barbie and Ken Dolls in the New Toy Guide**

(15) 24 appealing make-it-yourself outfits ranging from slacks, mumuus, sheaths, pajamas, evening gowns, dancing frocks, shirts 'n skirts to a beautiful bridal gown! Specially designed patterns for girls of all ages to cut and sew for Barbie! Good training!
**3EX9329—Each** ..... **59c**

# More Barbie Costumes

(16) **FLORAL PETTICOAT.** Embroidered nylon petticoat, bra and panties to match. With mirror, comb and brush set.
**3EX9346** ..... **$1.25**

(17) **MOVIE DATE.** Blue and white candy striped dress with white organdy overskirt.
**3EX9347** ..... **$1.49**

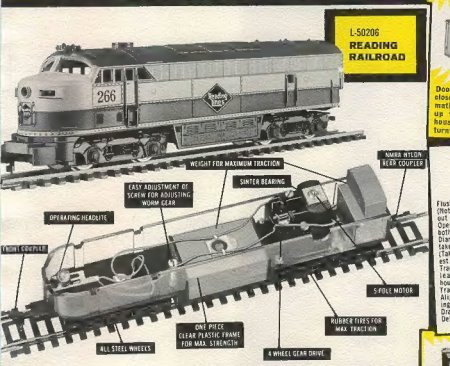
(18) **SORORITY MEETING.** Cocoa brown sheath with white trim and matching cardigan, hat, "pearl" necklace and earrings. Perky brown shoes too! She's cute!
**3EX9348** ..... **$2.49**

(19) **FANCY FREE.** Dashing red and blue casual dress, trimmed with large pockets and white ric-rack. Mighty stylish!
**3EX9349** ..... **$1.49**



Selling Prices Shown Are Approximate—Ask Your Western Auto Man for Exact Prices

# Fairbanks Morse Diesel Loco




- Ready to run
- 4 Wheel gear drive
- Excellent detailing
- Low current drain
- Operates on 15" radius
- Smooth operation
- Self lubricating SINTER bearings
- Top snaps easily onto frame
- Full color window box
- Brass and steel gears
- Permanent lubrication in gear box
- NMRA standards
- Weight 1 pound
- Length 7½"

Delivery in October '63
L-50205 NEW HAVEN
L-50201 PENNSYLVANIA
L-50210 BURLINGTON
L-50209 TEXAS & PACIFIC

Delivery in July '63
L-50203 SANTA FE
L-50202 B & O

**$8.95 READY TO RUN!**

## 15103 ROUNDHOUSE $5.95 KIT

Doors close & open automatically. Takes Lionel's up to 14". 11 Stall Roundhouse can be used for each turntable.

## 5104 TURNTABLE

Flush Fitting Turntable. (Not necessary to cut out your Layout Table.) Operates on 14 volts in both directions. 15¾" Diameter Storage Track takes Lionel's up to 14". (Takes all but the longest HO Locos.) 3 Lead Tracks plus 11 Tracks leading into Roundhouse. Plus 2 Dead End Tracks. Automatically Align itself. Ball Bearing Motor. Low Current Drain, Long Life, Highly Detailed.

**$38.95**

52597 JACK FROST
52598 QUAKER

70-Ton Covered Hopper-Car PS-2.
- Fully painted in black/white/blue/red
- Completely lettered.
- 47 Foot long

BOTH FOR **$3.98**

2.49 ea.

## AIRFIX HO SCALE FIGURES

Infantry Combat Group 50¢

S-9 British Eighth Army 50¢

S-12 Union Infantry 50¢

German Infantry 50¢

S-10 Foreign Legion 50¢

S-13 Confederate Infantry 50¢

Civilians 50¢

S-11 Afrika Korps 50¢

S-14 Civil War Artillery 50¢

Reg. 16.95

DOCKSIDE B & O

1017-5D

Baldwin American 2-8-0 Consolidation

BOTH ONLY **$16.95**

Reg. 4.95

## HO SUPER PAK

CRANE & 4 FREIGHT CARS

- Rivet Detail
- Free Rolling Wheels
- Completely Detailed
- Swagon Tailgate Type Trucks
- Operating Doors
- NMRA Couplers

Plus many other details.

Crane Free

5200 A

$15.90 Value pay only **$7.95**

ahm

**ASSOCIATED HOBBY MANUFACTURERS, INC.**
3205K N. Boudinot St., Phila. 34, Pa.

DEALERS: Only retail prices are specified unless otherwise indicated. Full Discounts on all lines. Immediate delivery on all merchandise shown. Write for new AHM catalog and name of your nearest franchised distributor.

alm

# 10 MODEL MINIATURES

## MINITANKS

NEW MINITANK MODELS
WILL BE ADDED CONTINUOUSLY

**Z-98 Self-Propelled Howitzer** **25¢**

This Howitzer was developed to provide an improved, highly mobile maneuverable 105 mm Howitzer to give close support to both rapidly moving armored columns and standard Infantry Divisions.

**Z-109 General Patton M-48** **25¢**

Many improvements of M-47 model. Weight 101,500 lbs. 25 miles cruising radius. Four-Man Crew. 90 mm gun M-41. This tank is the backbone of the United States Army today.

**Z-99 General Patton M-47** **25¢**

This tank was developed from the Patton M-46. The tank is designed to provide mobile fire power and ground protection for offensive combat.

**Z-101 General Sherman Tank M-4** **25¢**

Maximum Speed between 25 to 30 MPH. Battle weight 34 Tons. 75 mm Gun. Different models were manufactured by Lemmann Locomotive Works, GMC, Fisher Body Division and Chrysler.

**Z-102 German Tank V Panther** **25¢**

This tank was Standard Model since 1943 for German Tank Regiments. It was a very fast, fire-power replacement for Tank IV. Tank has a very good design and was feared by its enemies for the 75 mm gun.

**Z-116 U. S. 2½ Ton Truck 6x6** **39¢**

Maximum Speed 60 MPH to 5 miles per gallon, cruising range 350 miles.

**Z-103 Stalin Tank USSR** **25¢**

Developed from Joseph Stalin I and II. Joseph Stalin III was considered the world's best tank of its time.

**Z-104 Self-Propelled Gun M-40 U. S. A.** **39¢**

Easily movable gun used by the artillery. 155 mm gun, 28 tons, maximum speed 37 MPH, with four Men-Crew.

**Z-112 German AAA Gun 37 mm** **39¢**

Was also used mainly towards the end of World War II.

**Z-105 German Self-Propelled AAA Gun** **39¢**

This 10 mm gun has armored plates. These vehicles were only produced in small quantities.

**Z-106 German Tank Mark IV/F1** **39¢**

Improved version of Tank III with 75 mm gun. L-24, built in 1938.

**Z-109 German Quad AAA Gun** **39¢**

This, and a group of other anti-aircraft used in Tank Battalions mainly since 1941.

**Z-107 German Tank Mark IV/F2** **39¢**

75 mm gun L/33 added 1942.

**Z-108 German Tank IV/H** **39¢**

75 mm Gun L/48 since 1943 with heavy armor plates for other protection of tracks and gears. Tank IV in all versions was used almost on all Fronts during the Second World War.

# OLD TIME CAR COMBINATION

1 BAGGAGE CAR ..... $2.98
2 COACHES $2.98 ea... Both $5.96
1 16 Wheel LINCOLN CAR.. $5.95
TOTAL $14.89

SAVE $1.00

Complete Set ONLY $13.89

## BUY ANY OF THESE 3 COMBINATIONS

**6220A** Consists of 1—6228 U.P. Baggage Car, 2—6227 U.P. Coaches, 1—6224 16 Wheel Coach

**6220B** Consists of 1—6231 W.E. ARR Baggage Car, 2—6230 W.E. ARR Coaches, 1—6224 16 Wheel Coach

**6220C** Consists of 1—6233 C.P. Baggage Car, 2—6232 C.P. Coaches, 1—6224 16 Wheel Coach

Easy to Assemble
5 Colors
Durable Plastic... Full Color Box

**B-1302**

**GRAIN ELEVATOR** $3.95 Kit

**B-1307 2-WAY TRAVELING CRANE**

$3.98 Kit

| | |
|---|---|
| B1003 | Modern 2-Story Home ..... .49 |
| B1010 | Sea Shore Cottage ..... .49 |
| B1016 | Hunting Lodge ..... .89 |
| B1024 | 2-Family Manse ..... .98 |
| B1025 | L-Ranch & Patio ..... .98 |
| B1026 | Ranch w/Patio & Garage... .89 |
| B1030 | Summer Stock Theatre..... .69 |
| B1031 | 2-Story Country House w/Barn and Shed ..... .98 |
| B1051 | Cathedral ..... .79 |
| B1061 | Assorted Machine Tools.... .49 |
| B1062 | Gas-Service Station..... .79 |
| B1069 | (Three) Garages ..... .39 |

**AX-205 Airfix CRANE**

79¢ Kit

| | |
|---|---|
| AX-4001 | Country Inn ..... .50 |
| AX-4002 | Detached House ..... .50 |
| AX-4003 | Service Station ..... .50 |
| AX-4004 | General Store ..... .50 |
| AX-4005 | Signal Tower ..... .50 |
| AX-4006 | Bungalow ..... .50 |
| AX-4007 | Station Platform ..... .50 |
| AX-4008 | Store & Apartment..... .50 |

## L-5012 INDIANA HARBOR BELT

0-8-0 With Tender $15.95

Ready to Run

NEW ITEMS ARRIVING CONTINUALLY

## PENNSYLVANIA R.R.

L-1003 LOCO WITH SMOKE PRR G-4 $19.95

L-1002 SAME WITHOUT SMOKE $14.95

Rivarossi

## BALTIMORE & OHIO SWITCHER

L5014 Ready to Run 100% MODEL OF B & O SWITCHER. With tender—three colors grey / black / red. $12.95

BALL BEARING MOTOR OPERATING HEADLIGHT

54327 UTAH GONDOLA $1.49

54313 Michigan Central R.R.
54301 Pennsylvania R.R.
54311 Monon

**B-305 Coaling Station $2.95**
with REMOTE CONTROL

| | |
|---|---|
| B-309 | House Under Construction ....49¢ |
| B-332 | Station and Freight Shed ..... .98¢ |
| B-335 | Firehouse ..... .98¢ |
| B-340 | House with shed and open Barn..59¢ |

**AIR FIX 301 HO TURNTABLE KIT $1.00**

| | |
|---|---|
| AX205 | Dockside Crane.. .79 |
| AX206 | Water Tower ... .79 |
| AX207 | Girder Bridge ... .79 |
| AX208 | Engine House ... .79 |

## PULLMAN STANDARD 41 FT. BOX CARS • PS-1

Length 5¾"—Weight 2½ oz

ALL $1.98

5227

**BANGOR & AROOSTOOK**
*Red, White and Blue*

**2 Story Home FLORIDA**

523 Built-Up .... $2.98
B-523 KIT ..... $1.49

| | |
|---|---|
| 505 | 2-Story House—6 color ..... .79 |
| B-506 | House w/Siding & Flowers Kit .49 |
| B-519 | Bungalow "LIZ" .99 |

All Items Full Color Box

**B-1032 Hollywood House $1.98**

| | |
|---|---|
| B1003 | Modern 2-Story Home .... .49 |
| B1030 | Summer Stock Theatre .. .69 |
| B1301 | Saw Mill ..2.95 |
| B1304 | Modern Factory ...1.50 |

**#2070 HO MODEL HIGHWAY**

100% HO SCALE

Bus with headlights, 5 pole motor, 12 volt, runs on highway true to the real thing. $19.9

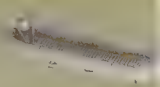
Ready to R

**Z 115**
**2½ Ton Truck Cargo 6x6**
As known worldwide as the Deuce Dewey or Dodge-a-dex M-6. Most Western Armies and several countries use this vehicle. Used in World War II in several forms. In the new form. Both types are available under the same item number

**39¢**

**Z-117 U. S. Combat Group**
Consists of 4 soldiers includes 1 Flamethrower, 2 Walkie-Talkie Operators, 1 Wireless Set Operator, 1 Bazooka Loader, 1 Machine Gun Shooting Soldier kneeling position, 1 Soldier throwing a Hand grenade, 1 Machine Gun Shooting Soldier standing, 1 Bazooka-Operator, 2 Shooting Soldiers, 1 Officer, 1 Shooting Soldier kneeling, 1 Trench-Gun Operator, 1 Mine Sweeper.

**25¢**



**Z-118 Assault Craft**
These Assault Crafts are mainly used for special missions for Marines Army and Navy landings

**10¢**

**Z-113 Honest John Rocket**
The 762 mm Rocket Truck mounted Launcher M-289 is a completely new base for launching surface to surface large caliber rockets. The Launcher is mounted on a M-139 C Truck Chassis and equipped with a manual traversing mechanism

**59¢**

**Z-119 U. S. A. 8" Field Howitzer M2A1**
This Howitzer provides heavy long-range fire against heavy fortification lines of communications gun replacement and bridges. Fires at shorter ranges.

**39¢**

**Z-126 Half-Track Munition Carrier**
Also widely used for supply of Munition to the front lines.

**25¢**

**Full Dealer Distributor Discounts**

***Write for Information***

# SALES IN MILLIONS OF UNITS

**Z-120 155 mm Gun M2**
Its purpose is to destroy fortifications. Can fire 96 lb. projectile more than 14 miles. All known under the name of "Long Tom"

**39¢**

**Z 124 German Armoured Car 234/2**
50 mm Gun L/60.

**29¢**

**Z-122 German Armoured Car 234/1**
Last version which is used in Tank Battalions since 1944.

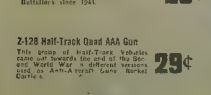
**25¢**

**Z-114 La-Crosse Missile**
Is a short-range surface guided missile, used as a supporting weapons for front-line troops, designed specifically for pinpoint accuracy. The launcher and its auxiliary equipment is mounted on a 2½ Ton, 6x6 Truck. M-45 La-Crosse is also used by NATO Allies

**49¢**

**Z-121 U. S Anti-Aircraft Gun**
Heaviest Anti-Aircraft Artillery in service for protection of vital arms installations from high altitude bombing

**49¢**

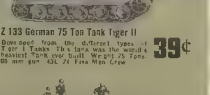


**Z-128 Half-Track Quad AAA Gun**
This group of Half-Track Vehicles came out towards the end of the Second World War in different versions used as Anti-Aircraft Guns Rocket Carriers

**29¢**

**Z-130 German Halftrack Sound Detector**
Mounted on a heavy halftrack it's vehicle was mainly used to detect the enemy ground units

**29¢**



**Z 133 German 75 Ton Tank Tiger II**
Does not from the different types of Tiger I Tanks. This tank was the world's heaviest Tank ever built. Weight 75 Tons. 88 mm gun. 4/5. 71 Tons Man Crew

**39¢**

**Z-131 Halftrack Rocket Carrier**
Developed from forced Russian Stalin organ

**29¢**

**Z-141 U. S. Artillery Group**
This group consists of an M42 Mobile Gun an M30 Mortar, M6 Mortar Crews 55 mm & 120 mm Gun Crews sitting soldiers and others

**25¢**

MX items shipped from Kansas City, Birmingham, Pittsburgh and Sacramento.
MF items shipped from Chicago.

TIMING THE WORLD FOR OVER 100 YEARS

# WALTHAM

ADVERTISED IN LIFE

## Gold Medal Watches

Exciting selection of outstanding watches . . . superbly crafted in a famous tradition of fine quality. Each one is shock-resistant and has an unbreakable mainspring.

**A Auto Saber "100" Y: 100 functional jewels.** Most advanced self-winding waterproof* watch ever designed. Superbly accurate. Case is yellow 10K gold-filled, matching adjustable combination expansion band. Rich champagne dial with luminous hour markers and hands. Sweep second hand. **Built-in shock absorbers, unbreakable mainspring.**
MF1300 . . . . . Retail $170.00

**Auto Satellite "100" W:** As above, with white dial.
MF1301. . . . . Retail $170.00

**B Auto Viking "100" W:** As above, with **steel case** and band. White dial.
MF1302 . . . . . Retail $150.00

EACH WATCH IS GIFT BOXED

**Auto Yachtsman W: Self-winding waterproof.*** Gleaming white case has stainless steel back and adjustable combination expansion band. Luminous hands and hour dots; sweep second hand. **Shock-resistant. 17 jewels. Unbreakable mainspring.**
MF1303 . . . . . Retail $71.50
**Auto Yachtsman Y:** As above, in yellow.
MF1304 Retail $79.50

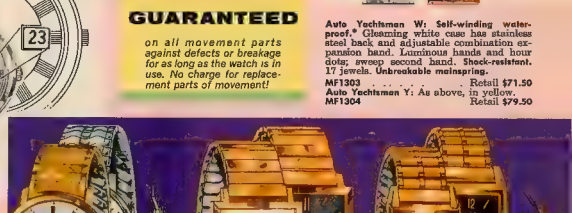
Selling prices are approximate—ask your Western Auto man for exact prices.

**Auto Trooper Y: Self-winding calendar watch** tells time and date automatically. **Waterproof*** yellow case has non-corrosive back. Matching 10K gold-filled adjustable expansion band. Handsome black dial with luminous hour dots and hands is easily read in dark. Has sweep second hand. 17 jewel movement is **shock-resistant. Unbreakable mainspring.**
MF1305 . . . . . Retail $92.50

**Auto Trooper W:** As above, with white case, band and dial.
MF1306. . . . . Retail $89.50

## LIFETIME GUARANTEED

*on all movement parts against defects or breakage for as long as the watch is in use. No charge for replacement parts of movement!*




**Sea Shark Y: Ultra-thin waterproof*** dress watch. Yellow case, steel back. Matching adjustable expansion band. Sweep second hand. 17 jewels. **Shock-resistant, has unbreakable mainspring.**
MF1311. . . . . Retail $79.50

**Sea Shark W:** As above, with all steel case and expansion band.
MX1312. . . . . Retail $69.50

**Lord Whitney:** Elegant dress watch for men. Yellow gold-finished case, non-corrosive back. 10K gold-filled adjustable expansion band. 17 jewels. **Shock-resist, non-break mainspring.**
MX1307. . . . Retail $67.50

**Lord Whitney B:** As above, with elegant black dial.
MX1308 . . . . . Retail $67.50

**Sir Thomas:** Dignified dress watch contoured to fit the curve of his wrist. Yellow 10K gold-filled case with matching adjustable expansion band. 17 jewels. **Shock-resistant. Unbreakable mainspring.**
MF1309. . . . . Retail $97.50

**Sir Thomas B:** As above, with debonaire black dial.
MF1310. . . . . Retail $97.50

*Guaranteed waterproof as long as case, crown and crystal are intact.

MF items shipped from Chicago.

**Auto Victory "25" Y: 25 jewel self-winding and waterproof* watch.** Yellow gold-finished case, steel back. Adjustable 10K yellow gold-finished expansion band. Luminous hands, hour dots with sweep second hand. **Shock-resistant.**
**MF1313** . . . . . Retail **$100.00**

**Auto Victory "25" W:** As above, with all-steel case and adjustable expansion band.
**MF1314** . . . . . Retail **$97.50**

**Ultra-Thin Spartan "21" Y: Thinnest self-winding waterproof* watch with sweep second hand ever made.** Yellow case, steel back. Adjustable combination expansion band. 21 jewels.
**MF1315** . . . . . Retail **$130.00**

**Ultra-Thin Spartan "21" W:** As above, with all-steel case and band.
**MF1316** . . . . . Retail **$125.00**

**Sea Regatta W: Waltham's famous military type waterproof* watch** designed for tough service. Shiny white case with steel back, steel adjustable expansion band. Luminous hands and hour dots; sweep second hand, full numeral dial. 17 jewels. **Shock-resistant, with unbreakable mainspring.**
**MX1317** . . . . . Retail **$47.50**

**Sea Regatta Y:** As above, in yellow.
**MX1318** . . . . . Retail **$55.00**

TIMING THE WORLD FOR OVER 100 YEARS

# WALTHAM

## GOLD MEDAL WATCHES

Waltham's are famous for their accuracy, dependability and fine craftsmanship.

**Selling prices are approximate—ask your Western Auto man for exact prices.**

ADVERTISED IN LIFE

**GUARANTEED SHOCK-RESISTANT UNBREAKABLE MAINSPRINGS**

**Transportation Y:** Railroad type pocket watch for drivers, farmers, etc. 1/20th 10K rolled gold plated case. Black leather fob included. 17 jewels. **Unbreakable mainspring.**
**MF1321** . . . . . Retail **$75.00**

**Transportation W:** As above, white case, stainless steel back.
**MX1322** . . . . . Retail **$65.00**

**Golden Jupiter Y: Solid 14K yellow gold** dress watch with sleek, slim styling. Adjustable 10K gold-filled combination expansion band. 17 jewels. **Shock-resistant.**
**MF1323** . . . . . Retail **$130.00**

**Golden Jupiter B:** As above, with handsome black dial.
**MF1324** . . . . . Retail **$130.00**

**Auto Mainliner "65" Y: 65 functional jewels automatically turns** wrist motion into accurate time-keeping energy. Rototron **self-winding** movement. **Waterproof*** yellow gold-finished case, steel back. Matching adjustable expansion band has 2-tone texture. Luminous hands and hour dots. Sweep second hand. **Built-in shock absorbers. Unbreakable mainspring.**
**MF1319** . . . . . Retail **$135.00**

**Auto Mainliner "65" W:** As above, all-steel case, expansion band.
**MF1320** . . . . . Retail **$135.00**

**Ultra-Thin Hastings Y:** Continental styling in a superb dress watch. Rich Champagne dial. Case is all yellow gold-finished, with textured 10K gold-filled combination adjustable expansion band. 17 jewel movement is **shock-resistant and has unbreakable mainspring.**
**MX1325** . . . . . Retail **$67.50**

**Ultra-Thin Hastings W:** As above, white case, band. White dial.
**MX1326** . . . . . Retail **$67.50**

Retail prices include Federal Excise Tax; dealers' prices do not.

EACH WATCH IS GIFT BOXED

162 *Guaranteed waterproof as long as case, crown and crystal are intact.

Selling prices are approximate—ask your Western Auto man for exact prices.

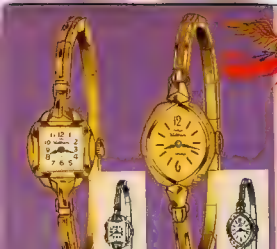
TIMING THE WORLD FOR OVER 100 YEARS

# WALTHAM

ADVERTISED IN LIFE

## Gold Medal Watches

Dramatic new styles . . a high fashion collection of fine quality watches.



A **Adel Y:** Practical, yet so smart. Yellow gold-finished case has non-corrosive back. Matching expansion bracelet. Full numeral dial. 17 jewels. **Shock-resistant, unbreakable mainspring.**
**MX1327** . . . . . Retail **$47.50**
**Adel W:** As above, in white.
**MX1328** . . . . . Retail **$47.50**

B **Charm Y:** Fashion-right dress watch. Florentined yellow gold-finished case with non-corrosive back. Smartly faceted crystal on skip figure dial. 17 jewels. **Shock-resistant, unbreakable mainspring.**
**MX1329** . . . . . Retail **$55.00**
**Charm W:** As above, in white.
**MX1330** . . . . . Retail **$55.00**

C **Sea Lark W: Waterproof*** dress watch for the youngster. Built to stand up under hard wear. Gleaming white case with steel back and expansion band sized for teens. Luminous hands and hour dots. Sweep second hand. 7 jewels. **Shock-resistant, unbreakable mainspring.**
**MX1337** . . . . . Retail **$37.50**
**Sea Lark Y:** As above, in yellow.
**MX1338** . . . . . Retail **$39.95**

D **Cindy Y:** Sweetly styled watch designed for the young lady. Yellow gold-finished case with non-corrosive back. 10K gold-filled adjustable expansion bracelet to fit her wrist. 7 jewels. **Shock-resistant.**
**MX1339** . . . . . Retail **$39.95**
**Cindy W:** As above, in white.
**MX1340** . . . . . Retail **$39.95**

EACH WATCH IS GIFT BOXED

**Golden Beauty "25" Y: Has 25 jewels, solid 14K yellow gold case.** Wide 10K gold-filled adjustable bracelet, clasp and safety chain. Faceted crystal. **Shock-resistant.**
**MF1331** . . . . . Retail **$110.00**
**Golden Beauty "25" W:** Same as above, in white.
**MF1332** . . . . . Retail **$110.00**

**Golden Fantasy "25" Y:** Petite dress watch. **25 jewels. Solid 14K yellow gold case,** 10K gold-filled adjustable expansion bracelet. Faceted crystal. **Shock-resistant.**
**MF1333** . . . . . Retail **$110.00**
**Golden Fantasy "25" W:** Same as above, in white.
**MF1334** . . . . . Retail **$110.00**

**Golden Concerto Y: Solid 14K yellow gold case,** dainty and smart. 10K gold-filled adjustable expansion bracelet. 17 jewel **shock-resistant movement, unbreakable mainspring.**
**MF1335** . . . . . Retail **$75.00**
**Golden Concerto W:** As above, in white case and bracelet.
**MF1336** . . . . . Retail **$75.00**

**LIFETIME GUARANTEED**

*on all movement parts against defects or breakage for as long as the watch is in use. No charge for replacement parts of movement!*

**Ginnie Y:** Dainty ultra-petite style of classic design. Yellow gold-finished case, non-corrosive back. 10K gold-filled adjustable expansion bracelet. Stick figure dial. 17 jewel movement is **shock-resistant, has unbreakable mainspring.**
**MX1341** . . . Retail **$69.50**
**Ginnie W:** As above, in white.
**MX1342** . . . Retail **$69.50**

**Elizabeth Y: New, ultra-tiny!** Delightfully sculptured yellow gold-finished case, non-corrosive back. 10K gold-filled adjustable expansion bracelet. Textured stick-figure dial. 17 jewels. **Shock-resistant, unbreakable mainspring.**
**MX1343** . . . Retail **$72.50**
**Elizabeth W:** As above, in white.
**MX1344** . . . . Retail **$72.50**

**Marvel Y:** Gracefully elegant, sweetly petite dress watch. Yellow gold-finished case with non-corrosive back. 10K gold-filled adjustable expansion bracelet. Stick figure dial. 17 **jewel shock-resistant. Unbreakable mainspring.**
**MF1345** . . Retail **$72.50**
**Marvel W:** As above, in white.
**MF1346** . . Retail **$72.50**

*Guaranteed waterproof as long as case, crown and crystal are intact.

Retail prices include Federal Excise Tax: dealers' prices do not.

**MX items shipped from Kansas City, Birmingham, Pittsburgh and Sacramento.**
**MF items shipped from Chicago.**

## Crescent Street Series

4 Diamonds
So small it passes through a ring
6 Diamonds
So small it passes through a ring
2 Diamonds
So small it passes through a ring

**Diamond Maureen W: 4 fiery diamonds** in a lovely white gold-finished case, non-corrosive back. Expansion bracelet. 17 jewels.
**MF1347** Retail **$100.00**

**Diamond Maureen Y:** As above, in yellow.
**MF1348** Retail **$100.00**

**Dia. Luella W: 6 diamonds** set in a white gold-finished case, non-corrosive back. Expansion bracelet. Has 17 jewels. **Shock-resistant.**
**MF1349** Retail **$115.00**

**Diamond Luella Y:** As above, in yellow.
**MF1350** Retail **$115.00**

**Dia. Helena W: 2 diamonds.** White octagon case, non-corrosive back. Faceted crystal. Adjustable expansion bracelet. 17 jewels.
**MF1351** Retail **$95.00**

**Diamond Helena Y:** As above, in yellow.
**MF1352** Retail **$95.00**

**Diamond Edie "21" W: 21 jewels. 2 brilliant diamonds** set in a superbly detailed watch any lady will love. White gold-finished case with non-corrosive back. 10K gold-filled adjustable expansion bracelet. **Unbreakable mainspring.**
**MF1353** Retail **$71.50**

**Diamond Edie "21" Y:** As above, in yellow.
**MF1354** Retail **$71.50**

**Selling prices are approximate—ask your Western Auto man for exact prices.**

# WALTHAM

ADVERTISED IN LIFE

TIMING THE WORLD FOR OVER 100 YEARS

## Gold Medal Watches

- **Shock-Resistant**
- **Unbreakable Mainsprings**

## Career Woman's Choice

**Nurse Cheryl Y: For all career women.** Yellow gold-finished case with non-corrosive back. All numeral dial. Adjustable expansion bracelet. 17 jewels. **Shock-resist. Non-break mainspring.**
**MX1359** Retail **$67.50**

**Nurse Cheryl W:** As above, in white.
**MX1360** Retail **$67.50**

**Auto Venus W:** Self-winding waterproof* lady's watch. White case, non-corrosive back. Adjustable steel expansion bracelet. Luminous hands, hour dots. 17 jewels.
**MF1361** Retail **$100.00**

**Auto Venus Y:** As above, in yellow.
**MF1362** Retail **$115.00**

**Sea Starlette W:** All-steel waterproof* case and adjustable expansion bracelet. Luminous hands and hour dots. Sweep second hand. 17 jewels. **Shock-resistant. Unbreakable mainspring.**
**MF1363** Retail **$75.00**

**Sea Starlette Y:** As above, in yellow.
**MF1364** Retail **$80.00**

**Diamond Desire "21" W: 2 dazzling diamonds** sparkle in an exquisitely petite case. White gold-finished with non-corrosive back. New faceted crystal. 10K gold-filled adjustable expansion bracelet. **21 jewels. Shock-resistant, unbreakable mainspring.**
**MF1355** ..... Retail **$71.50**

**Diamond Desire "21" Y:** As above, with yellow case and bracelet.
**MF1356**. ..... Retail **$71.50**

**Eunice Y:** Intriguingly new and different. Florentined yellow gold-finished case has beveled top, non-corrosive back. Adjustable wide expansion bracelet is two-toned 10K gold-filled. Rich champagne dial. **Shock-resistant movement with unbreakable mainspring. 17 jewels.**
**MX1357** ..... Retail **$65.00**

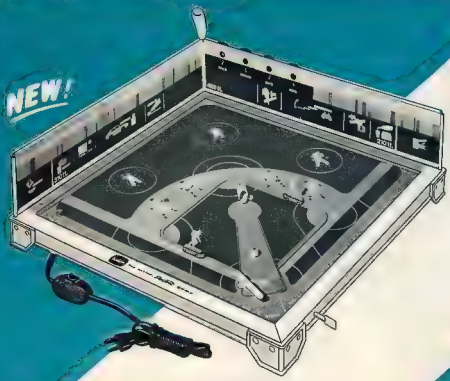
**Eunice W:** As above, in white, with white dial
**MX1358** Retail **$65.00**

EACH WATCH IS GIFT BOXED

*Guaranteed waterproof as long as case, crown and crystal are intact.

Retail prices include Federal Excise Tax; dealers' prices do not.

MX items shipped from Kansas City, Birmingham, Pittsburgh and Sacramento.
MF items shipped from Chicago.

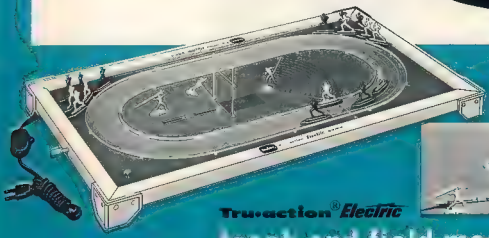



Tru-action® Electric

## baseball

Sales Excitement galore with realistic playing features that appeal instantly to millions of baseball fans!

tudor®



Tru-action® Electric

## track and field meet

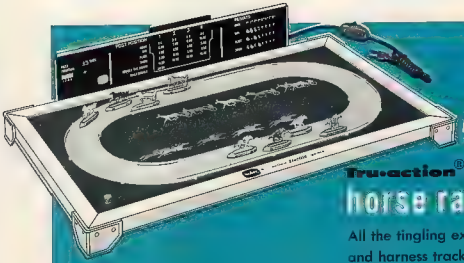
Brimming with Sales Excitement generated by 19 Olympic athletes competing in all kinds of races, pole vaulting, javelin throwing and shot putting!

NEW!

## mickey mouse
*Electric*
## treasure hunt

Super-charged with Sales-Exciting ingredients: The magic appeal of Walt Disney characters, a fortune in pirate treasure, thrilling race and chase!

# 4 NEW GAMES
# FROM TUDOR



NEW!

Tru-action® *Electric*
## horse race

All the tingling excitement of both flat and harness tracks spurs Sales Excitement wherever this game is shown! Pari-Mutuel "tote" boards for 8 races clinch the sale!

The Electric
Sport Games with
the magic
ingredient...

# SALES EXCITEMENT

tudor®

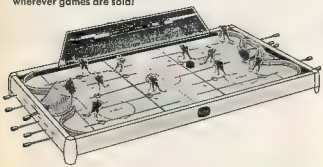
# AND... *all these "Sales-proved" favorites!*

**SPORTS CLASSIC ELECTRIC BASEBALL**

The 100% "baseball look" plus ultra-realistic "playability" stir up Sales Excitement wherever games are sold!

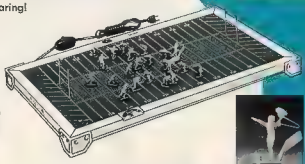
**SPORTS CLASSIC ELECTRIC FOOTBALL**

"Sculpt-action" 3-dimensional players spark Sales Excitement—and sales go soaring!



**Tru-action® DE LUXE HOCKEY**

Transfers all the excitement of fast-moving ice hockey to fast-moving sales at the retail level. Exclusive "Synchro-Drive"!

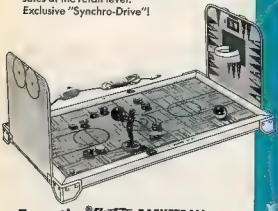


**Tru-action® Electric FOOTBALL**

Powered with Sales Excitement stimulated by two complete teams of "Sculpt-action" true 3-dimensional players!

**Tru-action® Electric SPORTS CAR RACE**

Tingling with Sales Excitement built on the surging popularity of sports car rallies.

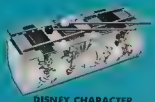


**Tru-action® Electric BASKETBALL**

Alive with Sales Excitement—the movable joint figure that actually shoots ball into basket!

**XYLOPHONE TOOT**

Each with color-key music book and mallets.



**DONALD DUCK XYLOPHONE**

Great Walt Disney favorite.

**DISNEY CHARACTER XYLOPHONE**

Colorful, pleasant-toned.

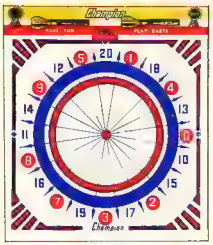
tudor®

**TUDOR METAL PRODUCTS CORPORATION**

Suite 526 • 200 Fifth Avenue • New York 10 • OR 5-8280

# DOMESTIC DART GAMES

## WOOD FIBRE




**600 — Size 18" x 16"** **$1.00**

16" DARTBOARD. FRONT — TWENTY POINT GAME in two colors. BACK — BASEBALL GAME OR TARGET GAME. Packed with instructions and TWO CHAMPION DARTS. Complete package overwrapped with clear poly film. One dozen to carton. Approx. weight 20 lbs.

## CORK

**601 — Size 22" x 25"** **$3.00**

Cork faced 18" DARTBOARD FRONT — TWENTY POINT GAME and four additional games brilliantly screened in three colors. BACK — BASEBALL Dartboard is overwrapped in clear poly film and packed in four-color Deluxe Display Folder with SIX 4" BRASS DARTS and instructions. One dozen to carton. Approx. weight 35 lbs.

**602 — Size 22" x 24"** **$2.00**

Cork faced 16" DARTBOARD with THREE 4" BRASS DARTS — otherwise same as above. One dozen to carton. Approx. weight 30 lbs.

## POLYESTER

**603 — Size 20" x 18"** **$2.00**

Polyester (Foam) faced 18" DARTBOARD. FRONT — TWENTY POINT GAME with four additional games in three beautiful colors. BACK — BASEBALL GAME printed in brilliant color. Packed with instructions and THREE 4" BRASS DARTS. One dozen to carton. Approx. weight 29 lbs.

## FLATGRAIN BASSWOOD

### SCOUT

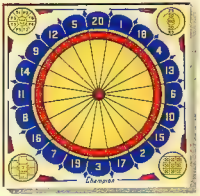
**604 — Size 22" x 22" x 3/16"** **$6.00**

This GENUINE BASSWOOD DARTBOARD has a TWENTY POINT GAME on front and four additional games, one on each corner, all printed in three beautiful colors and has a BASEBALL GAME on back. The board is wrapped in the newest strong, crystal clear plastic film and comes complete with rules and a written GUARANTEE. Each master carton contains six boxes of three darts. Packed six to a carton. Approx. weight 40 lbs.

**605 — Size 18" x 18" x 3/4"** **$5.00**

Same as 604. Each master carton contains 12 boxes of three CHAMPION DARTS. Packed one dozen to carton. Approx. weight 50 lbs.

### RANGER






PRICED FOR PROFIT

# OLYMPIC

FRONT

BACK

**500 — Size 16"** **$2.00**

This patent pending "SEE THRU PACKAGE" contains a DARTBOARD approx. 12" in diameter with a TWENTY POINT GAME on front, wire dividers and a BASEBALL back. THREE 4" BRASS DARTS with plastic flights, rules and written GUARANTEE are included. COMPLETE PACKAGE SHOULD BE HUNG ON WALL. The dartboard and darts are wrapped in strong, crystal clear plastic film. Packed one dozen to carton. Approx. weight 24 lbs.

**501 — Size 13"** **$1.29**

This patent pending "SEE THRU PACKAGE" contains a 9" DARTBOARD with a TWENTY POINT GAME on front and is the only board this size or in this price range to have a BASEBALL game on back. THREE 4" BRASS DARTS with colored plastic flights, rules and a written GUARANTEE are included. COMPLETE PACKAGE SHOULD BE HUNG ON WALL. The dartboard and darts are wrapped in strong, crystal clear plastic film. Packed two dozen to carton. Approx. weight 21 lbs.

**502 — Size 18½" x 18½"** **$3.30**

This game contains a DARTBOARD approx. 18" in diameter with TWENTY POINT GAME on front, with wire dividers, and a BASEBALL back, with SIX 4½" BRASS DARTS with plastic flights. Individually packed in three-color High Gloss Display Box with instructions. One dozen to carton. Approx. weight 56 lbs.

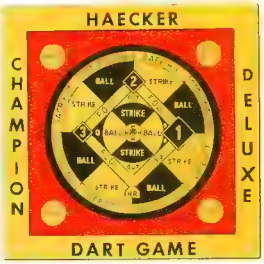
**503 - Size 9½" x 9½"** **$1.19**

This game contains a DARTBOARD approx. 9½" in diameter, TWENTY POINT GAME on front, TWO 4" BRASS DARTS with plastic flights, packed individually in a beautiful three color Presscoat box with instructions. Packed five dozen to carton. Approx. weight 55 lbs.

# NEW SEE THRU PACKAGES

## DELUXE

FRONT




BACK

**300 – Size 21½" x 21½"** **$5.00**

This patent pending "SEE THRU PACKAGE" contains a DARTBOARD approximately 18" in diameter with a TWENTY POINT GAME on front in three colors, wire dividers, and a BASEBALL back. NINE 5" BRASS DARTS with plastic flights in three assorted colors, rules and a written GUARANTEE are included. COMPLETE PACKAGE SHOULD BE HUNG ON WALL as the bottom is designed as a dart tray. It is completely overwrapped with strong, crystal clear plastic film. Packed half dozen to carton. Approximate weight 30 lbs.

**301 – Size 16" x 16"** **$3.00**

Same front as 300 with a 12" DARTBOARD with BASEBALL BACK as shown above and NINE 4" BRASS DARTS with plastic flights in three assorted colors in our new unique dart display. Packed one dozen to carton. Approximate weight 26 lbs.

## IDEAL FOR GAME ROOM

**302 – Cabinet Size 22" x 20½" x 3½" deep –** **$6.00**

Attractive wood grained wall cabinet includes:

18" x ¾" OFFICIAL TOURNAMENT DARTBOARD of lasting durability. TWENTY POINT GAME on front in three colors, BASEBALL GAME on back. NINE 5" BRASS DARTS with colored plastic flights. Individually packed, six to carton. Approximate weight 36 lbs.

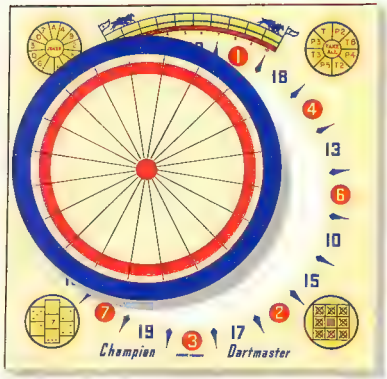
**303** **$7.00**

Same as 302 but packed in individual 200 lb. test mailing folder. Approximate weight 7 lbs.

**CHAMPION DELUXE PACKAGES COST NO MORE**

# DARTMASTER

BEST VALUE



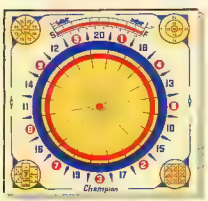

EASY SALES

**700** — Size 22" x 22" x 1¼" — **$22.00**

This DARTMASTER is made of the finest quality, long wearing ENDGRAIN BASSWOOD. The steel wires, both straight and circular, are inlaid with precision machinery and each individual board must pass numerous quality control inspections. Both front and back have TWENTY POINT GAMES and five additional games, all printed in THREE COLORS. The center section is removable and can be purchased separately. The dartboard is wrapped in strong, crystal clear plastic film and comes complete with rules and written GUARANTEE. Each carton contains four boxes of CHAMPION OFFICIAL DARTS. Packed four to carton. Approx. weight 45 lbs.

# CHAMPION

## PLAYMASTER




**701 — Size 22" x 22" x 1¼" $15.00**
PLAYMASTER — Front same as 700, but with BASEBALL game on back. Center is NOT removable. Each carton contains four boxes of CHAMPION OFFICIAL DARTS. Packed four to carton. Approx. weight 45 lbs.

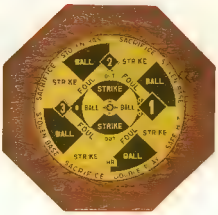
**702 — Size 19" x 19" x 1" $10.00**
This fine ENDGRAIN BASSWOOD DARTBOARD is printed with TWENTY POINT game on front, with four additional corner games, wired with straight inlaid metal dividers. Printed in three beautiful colors. BASEBALL GAME on back. The Dartboard is wrapped in strong, crystal clear plastic film and comes complete with rules and written GUARANTEE. Each carton contains six boxes of CHAMPION OFFICIAL DARTS. Packed six to carton. Approx. weight 39 lbs.

## SCOREMASTER

DOUBLE PLAY
SAFE HIT
STRIKE
BALL
OUT
STRIKE
BALL
OUT
STRIKE
BALL
OU

# NEW SEE THRU PACKAGES

FRONT




BACK

**400 — Size 21½" x 21½"** **$4.00**

This patent pending "SEE THRU PACKAGE" contains a DARTBOARD approx. 18" in diameter with a TWENTY POINT GAME on front, wire dividers and a BASEBALL back. SIX BRASS DARTS with plastic flights in two assorted colors, rules and written GUARANTEE are included. COMPLETE PACKAGE SHOULD BE HUNG ON WALL. The dartboard and darts are wrapped in a strong, crystal clear plastic film. Packed one dozen to carton. Approx. weight 57 lbs.

**401 — Size 19" x 19"** **$3.00**

Same front as 400 with 14½" DARTBOARD with BASEBALL BACK as shown above and THREE BRASS DARTS with plastic flights in our new unique dart display. Packed one dozen to carton. Approx. weight 42 lbs.

**402 — Size 17" x 17"** **$3.00**

Same front as 400 with 12" DARTBOARD with BASEBALL BACK as shown above and SIX 4" BRASS DARTS with plastic flights in our new unique dart display. Packed one dozen to carton. Approx. weight 27 lbs.

## NODOR 'BRISTLE' DARTBOARD

### *Choice of Champions*

**FOR A GAME OF A LIFETIME • FOR A LIFETIME OF GAMES**

**403 — Size 18" diameter x 1½" thick** **$25.00**

Three colors. Made of countless bristles extremely well anchored and very tightly bound, assuring a smooth playing surface. The pattern is hand wired in high tensile steel to withstand the ceaseless impact of darts. Metal numerals welded to an independent ring ensure even usage. Easily hung with specially designed bracket on back of board. Individually packed in 200 lb. test folder suitable for mailing. Approx. Wt. 11 lbs.

**AS ADVERTISED IN ESQUIRE**

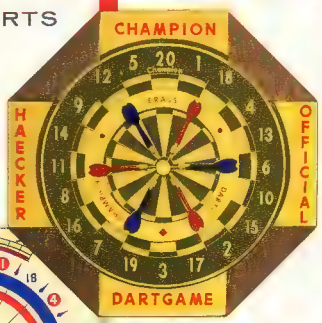


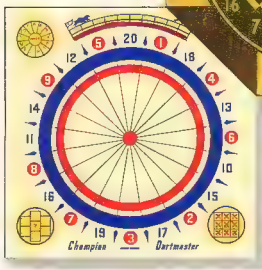
**PATENTED AND PATENT PENDING FEATURES**

# Champion®

QUALITY IMPORTS

NEW
SEE THRU
PACKAGES




**TOY FAIR LOCATIONS**
Hotel New Yorker, The Grand Ball Room
200 Fifth Ave., J. R. Sales, Suite 306
150 Fifth Ave., Ronmark Assoc., Suite 707

FINEST DOMESTIC
DARTBOARDS

NATIONALLY TV ADVERTISED

# DARTGAMES

**HAECKER INDUSTRIES, INC.**
**1415 N. 31st STREET • PHILADELPHIA 21, PA.**

77

# CHAMPION OFFICIAL REGULATION DARTS

## SEE THRU PACKAGES

**800 MINI** — **.50 set**

4" Champion Brass Darts, perfectly balanced, colored plastic flights in "SEE THRU PACKAGE", 3 darts to set, packed 48 sets (1 gr) to carton. Approx weight 5 lbs

**801 KADETTE** — **.70 set**

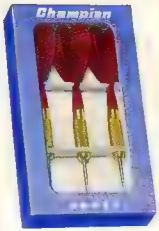
5½" Champion Brass Darts, perfectly balanced, colored plastic flights in "SEE THRU PACKAGE", 3 darts to set, packed 48 sets (1 gr) to carton Approx. weight 7 lbs

**802 MAJOR** — **.75 set**

5" Champion Brass Darts, perfectly balanced, standard tournament darts, colored plastic flights, in "SEE THRU PACKAGE", 3 darts to set, packed 48 sets (1 gr) to carton Approx weight 9 lbs

**803 MAJOR** — **.75 box**

5" Champion Darts in beautiful two color window box, 3 darts to box, packed 48 boxes (1 gr) to carton Approx. weight 10 lbs.



## BLISTER PACKAGES

**804 OFFICIAL** — **.70 set**

Length 6". A regulation wood dart, three grey feather flights, expertly glued and trimmed 3 Blister Packed Darts on brilliantly colored card Packed 48 sets (1 gr) to carton Approx. weight 6 lb.

**805 TOURNAMENT** — **.80 set**

Length 6", Finest quality dart with extra smooth finish Expertly balanced. Three selected white turkey feather flights. 3 Blister Packed Darts on brilliantly colored card Packed 48 sets (1 gr) to carton. Approx. weight 6 lbs

**806 JET** — **.50 set**

Length 6". Three plastic flights, plated steel pin perfectly balanced, permanently secured in lead weights. 3 Blister Packed Darts on colorful display card. Packed 48 sets (1 gr) to carton. Approx. weight 6 lbs.

## DARTS PACKED IN DISPLAY BOXES

**807 GIANT** — **.80 box**

Length 7¼". Regulation Dartball Dart. Tapered steel pin is nickel plated. This is a precision dart, perfectly balanced. 3 to a box. Packed 48 boxes (1 gr) to carton. Approx weight 7 lbs.

**808 TOURNAMENT** — **.80 box**

Same as 805, but packed 3 darts to display box. Packed 48 boxes (1 gr) to carton. Approx. weight 6 lbs.

**809 OFFICIAL** — **.70 box**

Same as 804, but packed 3 darts to display box Packed 48 boxes (1 gr) to carton Approx. weight 6 lbs.

**810 JET** — **.50 box**

Same as 806, but packed 3 darts to display box. Packed 48 boxes (1 gr) to carton. Approx. weight 6 lbs

*IMMEDIATE DELIVERY*

# Champion DART GAMES

## Dear Customer:

Before you look through these pages, may we take one moment to outline the many exclusive features of the Haecker Champion Line. All dartboards have a twenty point game on front and baseball on reverse side, but only Champion Games incorporate all of the following twenty points.

1. Newest "See Thru Packaging". Every game completely visible, front and back.
2. Nationally advertised on T.V.
3. Priced for profit - 50¢ to $25.00.
4. The only complete dartboard line. Thirty-two items.
5. Immediate delivery.
6. Patented and Patent-Pending features on dartboards and packages.
7. Written guarantee in each game.
8. Every board has game on other side.
9. Self-selling and self-sealing boards.
10. Every board wrapped in crystal clear plastic.
11. Darts perfectly balanced.
12. Liberal freight allowances.
13. Rigid quality controls.
14. Pool car shipments arranged.
15. Special packaging available.
16. Any complaint promptly rectified.
17. Shown in all leading toy magazines.
18. Customers satisfaction guaranteed.
19. Package designed as wall protector.
20. Best representation in all areas.

## We Thank You:

For your past patronage which has made us the world's largest producer of dartgames. We know our new line will increase your 1963 profit on dartboard sales.

HAECKER INDUSTRIES, INC.

## Our Representatives:

**New York, N. Y.** (Toys) J R Sales Co., 200 Fifth Avenue (Suite 306); (Sporting Goods) Ronmark Associates, 150 Fifth Ave., (Suite 707-709) • **Chicago, Ill.** Eyerly Associates, Merchandise Mart, (Suite 1442) • **Philadelphia, Pa.** Freemann & Harman, 913 Montgomery Ave., (Narberth, Pa.) • **Boston, Mass.** Robert Stiller, 21 June Lane (Newton Center) • **Los Angeles, Calif.** Dave Aitshuler, 1206 Maple Ave., (Suite 505) • **Atlanta, Ga.,** A. Dupree & Assoc., 711 Atlanta Mercandise Mart • **Denver, Colo.,** Jay J. Fritzler, 2610 Fairfax • **Portland, Ore.,** Hall M. Simons & Assoc., 2250 S. W. Burbank Avenue

**SALES MADE EASY - SALES TIME SAVED**

# HOW TO SELL Johnson "710" AND SABRA power-shift reels

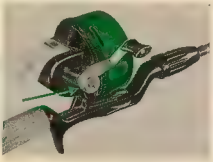
You're going to make money selling Johnson Reels. You're going to make money because of the Johnson reputation for superior performance; because Johnson delivers the fresh, new ideas that make fishing more fun; because Johnson promotions help you sell. And, the best way to meet a consumer demand is with your own ability to show and demonstrate the product. Here's how you can clinch a sale for the Johnson Sabra and "710" Reels:

**DEMONSTRATE "710" AND SABRA CASTING.** Flip a practice plug, ask your customer to hold onto the plug and note how these reels give direct power from reel to fish. Spinning ease on the cast, casting power on retrieve.

**SHOW THE AUTOMATIC SHIFT!** Put line pressure on the reel. Allow the handle to back a fraction of a turn. Point out how drag takes over automatically, gives fish "running room" below breaking point of line.

**SHIFT BACK TO POWER RETRIEVE!** Resume normal retrieve and show how the reel returns to full power as fast as you can turn the handle. No reel does all these things. No reel has so much control of the catch

**SHOW COME-APART COVERS!** Unscrew the covers on "710" or Sabra and point out how they separate to allow complete access to all working parts. No reel's as easy to take care of as the Johnson "710" or Sabra.



**SHOW THE DRAG ADJUSTMENT!** Let your customer change the drag as you demonstrate the changing tension on the line. Big fish, little fish,the Johnson Power Shift Reels give the angler more fun.

**SHOW ENGINEERED SIMPLICITY!** Show how Johnson engineering eliminates trouble spots in reel design, yet gets job done with increased efficiency. Show extra spool of line, fast line change.

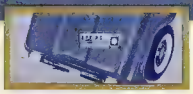
**DEALERS NOTE:** If you want extra copies of this advertisement for salesman training and education, just write.
**JOBBERS NOTE:** Reprints are available in any reasonable quantity without cost.

Johnson REELS / RODS

**JOHNSON PARK, MANKATO 1-Z, MINN.**
MANUFACTURED BY DENISON-JOHNSON, INC.
DISTRIBUTED IN U.S.A. BY JOHNSON REELS, INC.

*(For More Information Circle No. 3 on Page 215)*

# Why Buddy L toys sell best



Spring Suspension* is just one of the many reasons. "Try me — buy me" labels actually invite customers to test this exclusive feature for themselves — turn lookers into delighted buyers. It's all part of "The Unique Self-Sell of Buddy L" which makes Buddy L move over the counter faster, sell out sooner, bring in more profits for you. New "Non-Mar" Tires and Wheels, and Poly Grille Guard are other built-in, exclusive features which customers test for themselves. We invite you to visit our showrooms, inspect the great new Buddy L originals for '63, and see for yourself why the "L" in Buddy L stands for LEADER.

Buddy L

INTERNATIONAL SALES HENRY KAYE ORGANIZATION REPRESENTATION

*Patents pending **200 FIFTH AVENUE, NEW YORK 10, N. Y.**

TOY LINES OF DISTINCTION

# the Henry Katz organization

*International Sales Representation of Toy Lines of Distinction:*

Buddy L Corporation
Bar[illegible] Toy Manufacturing Co.
Kidd[illegible] Brush & Toy Co.
Lungst[illegible] Products Corp.
Walter Kra[illegible] Co.
M[illegible]co Toys, Inc.
Main Machine Co.
Tot Guidance, Inc.
Western Stamping Co.
C. G. Wood Co.
Worcester Toy Co.

200 Fifth Avenue, New York 10, N. Y.

*You can depend on the men in the blue blazers*

BURKE'S POPULAR MUDDLER

*Now in 4 new models*

**No. 905 STONE CAT** 2" long

Exact duplication of a baby stonecat. Excellent for trout or bass. Colorado spinner. Hook size 6 double. Colors: Mud Brown (MB), Moss Green (MG), Red Dace (RD), Silver (S). Packaged 12 per dozen card.

List price 60c each $7.20 per dozen

**No. 1904 ACTION CAT** 4" long

Same body as the No. 906 but with a metal bib which imparts swimming action. Terrific on bass and walleyes. Hook size 2 0 double. Colors: see below.

List price $1.25 each $15.00 per dozen

**No. 906 TURBO CAT** 4" long

A small catfish harnessed on a wire shaft with Burke's new bearing turbo propeller. Hook size 2 0 double. Colors: see below.

List price $1.10 each $13.20 per dozen

**No. 904 RIPPLE CAT** 4" long ILLUSTRATED NOT

Same as No 906 Turbo Cat only with a ripple blade propeller. Hook size 2 0 double. Colors: see below

List price $1.10 each $13.20 per dozen

Colors on No. 904, 906 and 1904: Mud Brown (MB), Moss Green (MG), Red Head (RH), Frog Green (FG), Red Dace (RD), Gold (GO), Silver (S), Blue Cat (BC).

Note: No. 904, 1904 and 906 are packaged individually in plastic tubes and mounted six per display card

BURKE FLEXO-PRODUCTS COMPANY

TRAVERSE CITY, MICHIGAN

*(For More Information Circle No. 223 on Page 215)*


## Top-Award Styling in Owens Yachts

The Owens Baroness 28-foot Flagship Express and Tahitian 40-foot Double Cabin Fly Bridge Yacht, winners of first place awards in a competition sponsored by the American Institute of Interior Designers and Popular Boating magazine, feature color-coordinated interiors and design innovations for women's tastes. Special points include modern galley with extra large sink and hideaway stove, hidden wall bed, huge sliding windows and aluminum frame, safety glass ventilating windshields, convertible dinette, molded plastic storage drawers and huge hanging type storage lockers.

Most of the ideas are incorporated also in other Owens boats for 1963. Information describing the various models in detail is provided by the manufacturer. **Owens Yacht Division, Brunswick Corp.**

*(Circle No. 735 on Page 215)*

## Ero Sleeping Bags for Family Needs

A new line of Ero sleeping bags, designed for the increasing family interest in camping as well as other outdoor activities, is produced in a wide assortment of synthetic fabrics, in all popular basic sizes and weights.

Colorful patterns and comfort-styled construction are featured. **Ero Mfg. Co.**

*(Circle No. 736 on Page 215)*


BONUS BUSINESS from GROWING/PROFITABLE SPORTS

FENCING EQUIPMENT

Low inventory, high profit extra business. Championship, club or classroom equipment at low prices from the largest importer and manufacturer of Fencing Equipment in the Americas.

JUDO & KARATE

Bonus business in uniforms and belts. Kodokan approved. A new and growing market that is worth promoting!

CASTELLO since 1914 30 E. 10th St. N.Y. 3, N.Y.

WRITE for Free Catalogs!

*(For More Information Circle No. 224 on Page 215)*

SHOOTERS ask for . . .

Philip's *Gun Swivels*

BASES FIT FLUSH ON STOCK

*Permanent*

- Strong and simple
- Beautifully blued
- Will fit most any gun
- Loops will fit over metal hooks of sling easily
- Made in 1¼" and 1" sizes

Suggested retail price $.85 pair

*Detachable*

- Swivel rotates
- Will fit most any gun
- Bases fit flush on gun stock
- Very simply attached
- Patent No. 2,758,460
- Made in 1¼" and 1" sizes

Complete with bases

Suggested retail price $1.95 pair

Philip Magid

44 COURT ST., BROOKLYN 1, N. Y.

Write for Name of Your Nearest Jobber Jobber's—Write for FREE "NEUTRAL" Catalog sheets.

*(For More Information Circle No. 225 on Page 215)*

in FOAM PLASTICS!

Ideals' experience with Lifecel® (expandable polystyrene) began more than six years ago with the molding of fishing floats from the material. Technical know-how has been firmly established at the Ideal factory. Add to that experience, the reputation Ideal has built—in more than 50 years in the fishing tackle business—a reputation for integrity, service and fair-dealing. Add to that, design features that make Ideal Lifecel® items stand at the top in beauty and utility.

The net result? SALES! See your Ideal representative or write for further information.

LIFECEL

LIFECEL DIVISION
IDEAL FISHING FLOAT COMPANY, INC.
2001 EAST FRANKLIN ST., RICHMOND 3, VA.

(For More Information Circle No. 217 on Page 215)


## Fast Flow Spigot on Snow-Lite Jug

New one and two-gallon insulated Snow-Lite jugs containers fitted with a rapid-action push-button faucet can dispense a gallon of liquid in less than a minute, if desired; there is no slow dribble. Strong Celcon acetal copolymer plastic manufactured by Celanese enabled the Coleman Company to enlarge the internal dimensions of the faucet—thus providing faster discharge without altering the original external size or design. The plastic will not dent or deform if the jug is dropped. Depressing the faucet's push-button valve allows the beverage to flow freely. The valve shuts off automatically when button pressure is released. Loosening the cover maintains pressure balance. **Coleman Co.**

(Circle No. 726 on Page 215)

Fiber Glass Lapstrake Adds Strength.

## Seamaid Launches Glass Strake Hull

Seamaid's first fiberglass lapstrake hull design model, a complete change from the Sea Ace's smooth hull of last year, is incorporated in both the Deluxe and Standard models, together with color and design changes in the Sea Ace decks.

Equipment remains the same and includes combination bunk seats, vinyl floor mat, lights, complete steering, windshield, step pads and chrome hardware.

The new lapstrake hull provides increased structural strength, greater speed and maneuverability and improved appearance. The hull is white and the deck, tan **Seamaid Mfg. Co.**

(Circle No. 727 on Page 215)

## New Flexidrive Shifts Smoothly

A 1963 outdrive series to be marketed by Muncie along with the current Flexidrive 500, the Flexidrive 501 incorporates Velvet Drive hydraulic marine transmission as an integral part for smooth shifting from forward to reverse. The 501 package includes positive electric controls. Both Flexidrive units can be used with any marine engine or conversion up to 283 cubic inch displacement.

The company offers each Flexidrive model as a separate unit or as a complete package, with Jeep 80-hp. engine, Hercules 70, Falcon 100, Valiant 135, Ford 145, Buick aluminum V8 155, V6 and many others. **Muncie Gear Works, Inc.**

(Circle No. 728 on Page 215)


PROFITABLE SALES come naturally with

world-leader HUSQVARNA RIFLES

Husqvarna . . . world's largest selling bolt action, high-powered Lightweight . . . offers complete gun line, backed by national advertising. Favored by users because of superior performance. Favored by dealers because of good turnover, fair profit margin and satisfied customers. Write or wire today for information.

Exclusive U. S. Distributor
K-W FACTORY WAREHOUSE CO.
P. O. Box 7251, Tacoma 1, Wash.
Imported by
TRADEWINDS, INC. Tacoma 1, Washington

(For More Information Circle No. 218 on Page 215)

NEW STAR WEEDLESS

CLIMBS LOGS, ROOTS AND STUMPS VERY SELDOM HANGS UP . . .

The TRIXTER PAT. PENDING

The Star Weedless on the Trixter is made from polyethylene, which is stiff enough to ride over roots and branches, but will give sufficiently when the fish strikes, so that the hook will come in contact with the mouth properly and will hook the fish. We personally endorse this type lure as being universally recognized as the Best lure made in many years.

SOLD THROUGH JOBBERS
Dealer Orders Accepted . . . Give Name of Your Jobber
DRAGON FLY COMPANY OFFICE and FACTORY: SUMTER, S. CAROLINA

(For More Information Circle No. 219 on Page 215)

# FOR EXTRA PROFITS, TAP THIS MARKET!

## Display Genuine Battle Creek Products

FITNESS FANS ARE WAITING FOR YOU TO SELL THEM

Are these "fans" the young muscle-building crowd? No They're business and professional men, skilled workers—and their wives. They're looking for Battle Creek products to help them slim down, trim up and feel fit. It's a trade with money to spend—a growing trade you want coming into your store. Sell them—and you gain extra new profits!

Write for NEW CATALOG —get our new "Dealer's Sales Help Kit"

Battle Creek "The Leadership Line" EQUIPMENT COMPANY, 13-SG W. Jackson, Battle Creek, Mich.

*(For More Information Circle No. 212 on Page 215)*

## New DeLong Kilr Wiggles Eight Legs

Eight lively legs add wriggle to the Leggy Kilr, latest of DeLong's Kilr Lures. Soft and limber, the Leggy Kilr No. 984 has the same hidden, molded-in rigging as the Kilr-Worm and Kilr-Eel models

The Leggy Kilr features three Size 4 hooks joined by ten-pound test braided line, all molded in the 6½-inch body.

Packed two on a card, 12 cards per display, the Leggy Kilr lists at $1 per card, $12 per display. It is also available without hooks, in the same colors and packing, as the 284 Leggy Worm at 50 cents per card of two, $6 per display. **DeLong Lures.**

**Leggy Kilr's Rigging Is Concealed.**

*(Circle No. 724 on Page 215)*

## Hy Hunter Offers Frontier 6-Shooter

The Hy Hunter reproduction of the original Frontier Six Shooter "gun that won the West" is a full scale 40-ounce model with solid ordnance steel working parts. The gun retails at $39.95. **Hy Hunter Firearms Mfg. Co.**

*(Circle No. 725 on Page 215)*

# FREE!

## ARCHERY'S FINEST CATALOG

92 Types of Archery Products (19 Brands of Bows Alone)

*Write Today for Complete Catalog*

Robin Hood

SAVE MONEY!

Buy All Your Archery Equipment From ONE SOURCE

**THE ROBIN HOOD ARCHERY CO.**

*World's Largest Distributor of High Quality Archery Tackle*

215 Glenridge Ave., Montclair 2, N. J.

*(For More Information Circle No. 213 on Page 215)*

## Year 'round PROFITS with GUARANTEED BURNHAM GAME CALLS

Sell the collingest calls made and ring up extra off-season profits. Customers enjoy new sporting thrills bringing in fox, coyote, cats, eagles, hawks, coons and deer with surefire unbreakable Burnham Calls. Results guaranteed or money back from factory. Nationally advertised. Complete written instructions furnished with each call. Easy to use . . . easy to sell. Be a Burnham dealer for extra year 'round profits.

FREE - Sales-making story reprints about expert callers Winston and Murry Burnham. BURNHAM FOX CALL

RETAIL PRICE $3.00

*SEND NOW FOR DETAILS*

P. O. BOX SD-1

**BURNHAM BROTHERS** MARBLE FALLS, TEXAS

*(For More Information Circle No. 214 on Page 215)*

# NOW... NATIONALLY ADVERTISED

SCIENTIFIC LIBRARY
MARCH 1 1963
U. S. PATENT OFFICE

BAS•KET, just one of a complete family of fast selling games that are being pushed hard, dynamically, consistently by national advertising in the publications with millions of readers who want to buy now! Get with the games that always make more points at the cash register!

BAS•KET
Cadaco
A FAST ACTION GAME FOR ALL AGES
Boys' Life
Creators of: TRIPOLEY, BAS•KET, FOTO•ELECTRIC FOOTBALL, ALL•STAR BASEBALL & ALL•AMERICAN FOOTBALL and other fast selling games.
CADACO-ELLIS, INC.
New York Showroom:
Room 407 --
200 5th Avenue, N.Y.C.
1458 Merchandise Mart
Chicago 54, Illinois

You Get the Creme off the top

With Creme's NEW supreme action plugs. ACTION! In sales and in catching fish. Try these terrific fish-getter additions to the line of plugs made by the nationally famous Creme Lure Co. Available in ⅛ oz. spin size and ¼ oz. cast size.

Creme's NEW DEEP RUNNER

Cheeta

List $1.35
8 Colors

Better "swim" action with new scissor type joint. Runs deep and stays deep. Big lip acts as a bumper and runs over rocks, stumps, and most brush. No other jointed lure like the CHEETA on the market.

New TOP-WATER Cast-Atem

List $1.35
8 Colors

Especially life-like and lethal jerk type surface lure. Erratic movement causes tail spinner to make noisy sputtering sound. Good day or night for pike, muskies, tarpon and snook.

New TOP-WATER-WEEDLESS-POPPER

Lolly Pop

List $1.35
8 Colors

Noisy popping action sends out vibrations to attract fish. Good for problem spots. Can be cast in lily pads, partly submerged brush piles and fairly heavy weed beds. Excellent for bass, pike, muskies.

CREME'S ORIGINALS MEAN MORE PROFIT

We're for new catalog. SO

CREME LURE CO.

Tyler, Texas Akron, Ohio

KING OF BAITS

(For More Information Circle No. 271 on Page 215)


# CLEVELAND

CLEVELAND, Ohio

MENTIONING **Leon Martuch** and **Clare Harris** of Scientific Anglers, Inc. in our column in the December issue of The DEALER we inadvertently failed to include a fellow who now is a most important cog in the wheels of this fly line producing company. This chap is **Leon Martuch, Jr.**, son of the president and founder. Young Leon has a solid foundation of knowledge of the production and sales ends of the business and has, actually, been in complete charge for the past six months. Dad Martuch still acts in an advisory capacity, but has more leisure for his favorite pastime—fly fishing, of course.

* * *

**Chet Smoker** has been named sales and advertising manager of the Smoker Lumber Co., New Paris, Ind., long-time producer of oars and paddles. The Smoker family has a tradition in the lumber and wood-turning business going back a great many years, and their boat oars and paddles are known just about wherever there's water

* * *

**Clement (Clem) Haines**, an advertising executive for many years with Lamport, Fox, Prell & Dolk, South Bend, Ind., has joined the Lincoln J. Carter

On completion of $80,000 expansion at Roush Hardware, Westerville, Ohio, Dale (Rocky) Rockhold, at left among displays, is checked out as sporting goods manager by Edwin L. (Dubbs) Roush, proprietor. Roush's now has about 2,500 square feet for sporting goods, multiplying previous area by four. The sports operation now is aimed at team business as well as retail sales.

# You're the dealer...for Daisy's new 5 card draw

**FIVE NEW DISPLAY CARDS FOR FIVE OF DAISY'S BEST SALES DRAWING TOY GUNS.** Just hang 'em up and they sell themselves. Each DAISY Toy Gun carries its own selling message in colorful display. (They stack easily, too. Note the squared ends of the carded packages). DAISY'S new carded merchandise plan is your drawing card for more impulse sales.

**HIGH CARD IS THE DAISY MODEL 694 PLAY RIFLE,** "Spittin' Image" of the famous gun that won the West. It's been the biggest seller at $5.98. Think of what it will do for $4.98. That's the new low price (and you still get the same high profit). The other top drawing cards sell DAISY models 660, 962, 951 and 931. See 'em all on display at the Toy Fair.

Daisy
TOY DIVISION

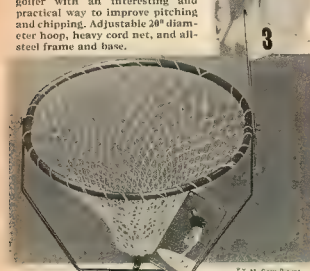
Enter DAISY'S "5 Card Draw" contest at the Toy Fair. Here are your first four cards toward a Full House Bring this ad with you, and draw the fifth card at the DAISY suite . . . 200 Fifth Avenue, Arcade Showroom 114, New York. When DAISY deals, everybody wins!

# It's RED HOT!

## Gary Player PITCHING NET

## Makes golf practice a game!

From coast to coast, expert and duffer alike are acclaiming the Gary Player Pitching Net as the most practical idea in practice equipment in many years . . . and the sales records prove it! Designed for indoor and outdoor use, the Gary Player Pitching Net provides every golfer with an interesting and practical way to improve pitching and chipping. Adjustable 20" diameter hoop, heavy cord net, and all-steel frame and base.



- Individually boxed, 6 nets to master carton.
- Free Gary Player instruction booklet included with each pitching net.
- Priced to retail profitably at $5.95.

**Beautifully Packaged!**

REPRESENTED FROM COAST TO COAST

**KUMMETH** *Manufacturing Company*

**Owatonna, Minnesota**

*(For More Information Circle No. 180 on Page 215)*


# INDEX TO ADVERTISING


George 30-06 Derbes ..... 241
Glenn Sales Co ..... 258
Gliebe Co ..... 153
Globe Rubber Products Corp. ..... 209 & 247
Gloy's Import Co., Inc. ..... 107
Goodrich, B. F. ..... 108
Grail Co., Inc., Albert ..... 219
Gudebrod Bros. Silk Co., Inc. ..... 43-44-45-46

H

Haiex, Ltd. ..... 149
Hampshire Mfg. Corp. ..... 88
Hanna Mfg. Co. ..... 68
Harnell, Inc. ..... 234
Harrison Industries ..... 59-60-61-62
Haddon's Sons, James ..... 79-80
Helin Tackle Co ..... 203
Hillerich & Bradsby Co. — Front Cover and Inside Front Cover
Himalayan Industries ..... 198
Hodgdon, Inc., B. E. ..... 236
Hodgman Rubber Co. ..... 72
Holsclaw Bros., Inc. ..... 42
Hol-Tite Products, Inc. ..... 241
Hoppe, Inc., Frank A. ..... 219
Horrocks-Ibbotson Co. ..11 thru 16
Hunter Firearms Mfg. Co., Hy ..... 261
Hurricane ..... 249
Hyde Athletic Shoe Co. ..... 35

I

Ideal Fishing Float Co., Inc. ..... 224
Imperial Knitting Co. ..... 233
Intercontinental Arms, Inc. ..... 240
International Hook Supply ..... 238

J

Jael & Aronoff, Inc. ..... 211
Johnson Co., Louis ..... 159
Johnson Motors ..... 137
Johnson Reels, Inc. ..... 3

K

Kaag Trophies, Inc. ..... 84
King Louie International, Inc. ..... 230
King-Seeley Thermos Co ..... 73 thru 78
Knapp-Monarch ..... 98-99
Kraus Co., Walter S ..... 263
Kummeth Mfg. Co. ..... 270
K-W Factory Warehouse Co. ..... 224

L

Land-O-Tackle, Inc. ..... 263
London Bowling Apparel, Inc., Geo. ..... 4

M

MacNeil Engineering Co. ..... 69
Magid, Phillip ..... 227
Marble Arms Corp. ..273 thru 296
Marine Specialty Mfg. Co. ..... 246
Missouri Envelope Co. ..... 263
Mr. Sneekers ..... 81
Mitsubishi International Corp. ..... 81
Monogram Lettering & Emblem Co. ..... 260
Mueller-Perry Co., Inc. ..... 10
Murphy Co., R. ..... 253
Mustad & Son, O. ..... 239

N

Nadco Sporting Goods Co. ... 40-41
National Canvas Products Corp. ..... 87
National Rifle Assn ..... 141
National Shooting Sports Foundation, Inc. ..... 272
New Hermes Engraving Machine Corp. ..... 193
New Method Mfg. Co. ..... 228
Nissen Corp. ..... 167
Noble & Co., F. H. ..... 240
Noble Mfg Co., Inc. ..... 95
Northwestern Golf Co. ..... 66-67

O

Official Baseball Guide ..... 181
Ohio-Kentucky Mfg. Co. ..... 89-90-91-92
Old Pal, Inc. ..... 232
Outboard Marine Corp. ..... 137
Outers Laboratories, Inc ..... 231
Owens & Co., R. S. ..... 259

P

Pennsylvania Athletic Products ..... 63-64

### WARREN SCHMIDT NAMED ASS'T SALES MANAGER WITH STRUCTO

W. A. Wenner, president of the Structo Manufacturing Company, has announced the appointment of Warren Schmidt to the position of assistant sales manager, with responsibility for the company's toy and barbecue grill lines (see PLAYTHINGS, page

Warren Schmidt

149, February issue).

Mr. Schmidt will headquarter at Structo's national sales office, room 412, 200 Fifth Avenue, New York City, and will work closely with national accounts on the toys and grills as well as with Structo salesmen in the various territories.

Formerly with Lawrence R. Schmidt & Company (since 1946), Mr. Schmidt handled sales in the New England states and Northeast territory generally. He was previously associated with Hearn's-New York toy department.

### K & B REPORTS NEW WORLD WAR I PLANE NUMBER IN FULL PRODUCTION

Now in full production at K & B Mfg. Corporation, 12152 S. Woodruff Avenue, Downey, Calif., is the firm's newest item, the World War I SE-5A plane, available

in kit form or ready-to-fly.

Authentically detailed, the attractive item should appeal to "old timers" as well as youngsters for it reportedly takes on all the "air" of its prototype in flight. Powered by the new K & B Gold Head .060 Tornado engine, each item comes complete with control line, control handle, battery connector (with wires) and service wrenches.

The kits retail at $12.95 and the ready-to-fly numbers at $14.95. Available for immediate delivery, the items are individually packaged in attractive six-color, see-through boxes and packed six per carton.

## Standard Toykraft Introduces $2 Beverly Hillbillies Board Game

The Beverly Hillbillies Game (#252) based on the humorous and satirical situations of America's top television show (CBS) has been introduced by Standard Toykraft, Inc., 95 Lorimer Street, Brooklyn 6, N. Y.

A family board game that retails for $2 and accommodates from two to four players (ages seven and older), the item reportedly captures all the wild fun of the "Hillbillies," a family of mountaineers who became multi-millionaires overnight. As players make their moves, they can enjoy all the corny antics of the TV clan.

The game is played both inside and outside the family's "mansion" with the object being to place all their old possessions inside the new mansion. The player with the most points is the winner. Each game comes complete with detailed instructions, four decks of "ownership" cards, four colored markers and a die. The item is packaged in a handsome box that shows the clan in their unique form of transportation, a vintage jalopy.

According to Ed Hertzberg, sales manager for Standard Toykraft, "Our new game should be one of the year's best sellers. Its acceptance to date reflects the success of the TV show, which has been receiving the highest ratings week after week." Popular since its inception, the show currently has a viewing audience of more than 40,000,000.

## Hawk's Weird-Ohs Kit For Making "Way-Out" Dragster Called Digger

A "way-out," mad-looking dragster called The Digger can be made with parts from one of the new Weird Ohs kits (#530-100) offered by Hawk Model Company, 4600 N. Olcott Avenue, Chicago 31. The kit retails at $1.

Frighteningly ugly, the completed Digger has huge scary eyes, widely-spaced pointed teeth, long arms and bony fingers. His helmet, racing slicks and forbidding manner all contribute to the eerie effect. Parts of his car protrude in every direction, including a conspicuous four-speed gear shift with a huge knob, "dragsville" directional signals, an overhead exhaust stack and a hot rod engine with dual carburetors.

Two other Weird-Ohs "Car-icky-Tures" kits, also designed to give modelers a "wild" time, have been brought out by Hawk. More information on the line is available by writing direct to the concern.

By
**JOE SCHULTE**
**OFFICE: 3618 Bowen Street**
**St. Louis 16, Mo.**
**PHONE: FLanders 1-3275**

where I visited with **Coleman Ellis**, a friend of The DEALER for many years and an authority in his field. Ellis was knee-deep in plans for the Chicago Show in which his company's new products for 1963 will be unveiled and the line in general displayed for the massive dealer audience expected to attend. He looks for a good year. Leaving Stratton & Terstegge, I tried a Louisville cab, and without accelerated charge and direct to the target we reached the Albert Grall Co., Inc., 115 South First street, and had pleasure of meeting **Mr.** and **Mrs. Stuart D. Brooks**. The Grall company, of course, is famous for athletic medals, charms and metal emblems. The morning I arrived, both Mr. and Mrs. were busily engaged in cleaning beautiful silver consumer pieces and generally putting their attractive new store in shape for the day's trade. The Grall company will be in the Windy City for the show.

We lunched in the hubbub of downtown Louisville with one of the most engaging personalities it has been our pleasure to meet in this industry—**Bruce Blythe, Jr.**, president of the new Swing-Image Co., and a member of the commonwealth's legislature With the assembly in recess, Bruce had time to put aside the stiff redistricting problems coming up, and get down to brass tacks regarding sporting goods The Swing-Image product is a mirror device which enables the golfer to watch his swing, follow-through, stance and over-all form. It should help any golfer, experienced or neophyte, and the beauty of it is that Swing-Image can be placed in any room or club house.

We also enjoyed a visit with **John M. Scholl** of John Scholl & Sons, maker of statuettes, plaques and bases. John was busy, but took time out to shake hands and give us some valuable pointers on getting around Greater Louisville. Leaving his West Main Street address, we headed for the industrial areas and a chance to chat with **Dan Burch**, advertising manager of the Puritan Cordage Mills Maker of several fine marine accessory products, Puritan watches this segment of the field with real interest. I was happy to learn the general tempo of trade business in smaller marine items leans more to the sporting goods side of the fence then the strictly marine field.

**Artist's sketch of St. Louis' great riverfront project now underway, with sports stadium left center and Gateway Arch in the foreground.**

# ONLY FISH GET HOOKED ON HELIN TESTED LURES

**Every individual FLATFISH is "pond tested" to assure perfect action that fish can't resist. This assures your customers of action packed lures designed to catch fish under all conditions in any type of water. More than 28,000,000 Flatfish have been sold. You can recommend Helin lures with confidence. Most important, they are fast selling lures that assure more satisfied customers and faster profits for you.**

**FLATFISH**
On its record, the greatest fish-catcher of all times. 17 models, 27 colors.

**SWIMMERSPOON**
Only metal spoon with so much action for trolling or casting. 11 sizes, 16 colors.

**FISHCAKE**
It hops, pops, gurgles and dances 3 models, 12 colors.

WRITE FOR **FREE** SUPPLY OF 52 PAGE 4 COLOR **HELIN FISHING HANDBOOK.** THEY MAKE A WONDERFUL BONUS FOR YOUR BETTER CUSTOMERS!

**HELIN TACKLE COMPANY**
4072 Beaufait Ave. • Detroit 7, Michigan
(In Canada: Helin Tackle Co., Ltd., La Salle, Ontario)
*(For More Information Circle No. 245 on Page 215)*

NEW JUNGLE HUNT™ by Hubley

## A FUN-GAME OF SKILL for hunters of all ages!

Let's go on a big game hunt for Lions, Tigers, Hippos, Rhinos, and Gorillas! Here's the Jungle in durable, molded plastic with animals that move in and out of the "bush country." The Hunter is controlled with the pistol grip

You start the timer (red dial, right front) and the animals appear one by one for you to "shoot" by carefully aiming the gun and pulling the trigger. Sound easy? Well, it's not, because the beasts do not always appear in the same order and sometimes they start out, see the hunter, and return to the bush, where you can't shoot them. When you make the kill, the animal falls over.

25" by 22" by 8" packed in brightly printed box which carries the whole story.

THE HUBLEY MANUFACTURING COMPANY, LANCASTER, PA.

Length of game is determined by adjusting timer.

JUNGLE HUNT is a trademark of The Hubley Manufacturing Co.

Promoted on

Hubley® NETWORK TV

PLUS CONCENTRATED SPOTS IN KEY CITIES

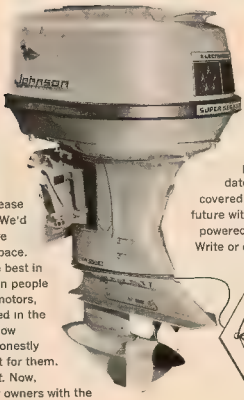
# ARE YOU USING THE BEST LURE...

## TO CATCH THE BIG SPENDERS?

No doubt about it. A complete, well planned marine department can increase your total sales volume—and profits. We'd like to show you how other dealers are doing it, many in surprisingly small space.

*It Pays to Go Johnson.* Start with the best in outboard motors. Well over two million people have put their money on Sea-Horse motors, a public vote of confidence unmatched in the boating industry. Johnson dealers know they are selling an honest product, honestly made and sold . . . at an honest profit for them.

*New 2-Year Warranty a Johnson First.* Now, Johnson backs its dealers and motor owners with the industry's most liberal warranty! All 1963 Sea-Horse motors (purchased new) carry a warranty policy good for two full years from date of sale. *Both* parts and labor are covered. *Get the Facts Now.* Build a better future with a complete marine department, powered by the Johnson Leadership Line. Write or call for information today.




75 hp Sea-Horse Electramatic Motor—most responsive outboard ever built! The Sea-Horse family for '63 is ten motors strong, including 75, 40, 28, 18, 10, 5½ and 3 hp . . . a model for every pleasure, power need and purse! Retail prices from $165 (F.O.B. Waukegan, Ill.).

**JOHNSON SEA-HORSE MOTORS 1389 Pershing Road • Waukegan, Illinois** A Division of Outboard Marine Corporation

*(For More Information Circle No. 252 on Page 215)*

# WEAVER SCOPE

**dealers sell the industry's most complete line of scopes and mounts.**

**V8** 2½X to 8X Variable Power
**K10** 10-Power
**K8** 8-Power
**K6** 6-Power
**K4** 4-Power
**K3** 3-Power
**K2.5** 2½-Power
**K1** 1-Power

*Handling the full Weaver line gives you more chances to sell, because you have a scope and mount to fit every hunter's need and every hunter's budget. And Weaver Dealers have the industry's most vigorous advertising campaign at work for them, pre-selling customers month after month in national magazines.*

## WEAVER MOUNTS

WEAVER-DETACHABLE TOP MOUNT
WEAVER-DETACHABLE SIDE MOUNT
WEAVER-PIVOT MOUNT

*These three popular Weaver-Mounts with split rings are made in three popular diameters: ¾", 1" and 1.023".*

**J4** 4-Power
**J2.5** 2½-Power
**B6** 6-Power
**B4** 4-Power

*For free catalog and complete details, write:*

**W. R. WEAVER COMPANY**
DEPARTMENT 10 • EL PASO 15, TEXAS


(For More Information Circle No. 253 on Page 215)

# SEE NEW Knight DARTBOARDS

**"POKER" DART GAME**

All the excitement of a poker game in this colorful 12" and 18" dartboard. A favorite game with adult players. $3 - $5 range.

**TOY FAIR**
**Rm. 624, New Yorker**
**JULIUS LEVENSON, INC.**
**1107 Broadway, New York**

**WALL CABINET DART GAME**

Attractive 3-color dartboard in wall cabinet made in simulated wood pattern. A handsome package for the home-owner. $6 to $8 retail.

**DART BOWLARAMA GAME**

Played with darts but scored as in bowling. Standard 20-point game with wire dividers on reverse side. Full blister covering. Rules and scoring included. 12" and 18" sizes. $3-$5 range.

**KNIGHT DARTBOARD CORP. • 372 CLASSON AVE., BROOKLYN 38, N.Y.**

*COMPLETE CATALOG AVAILABLE UPON REQUEST.*

See Knight for dart packages in a complete price range!

---

# Buy HOBBIES & CRAFTS

*from a*

## HOBBY WHOLESALER!

**The Full Service Specialist!**

Who Is A Member of The Hobby Industry Association of America

- **HOBBY MERCHANDISING GUIDANCE**
- **GREATER SELECTION — YEAR 'ROUND**
- **FASTER SERVICE FOR MAXIMUM TURNOVER**
- **ELIMINATE OVERSTOCK**

*Buying From The Hobby Wholesaler Specialist Assures Greater Profits*

**HOBBY INDUSTRY ASSOCIATION of AMERICA, Inc.**

*HEADQUARTERS OFFICE*
SUITE 1101 — 200 FIFTH AVENUE
NEW YORK 10, N. Y.
WAtkins 4-4262

---

**"PERKY" doesn't do anything but sell right off your shelves!**

Our new line includes

**"LINDY SUE" and "IDA BELL"**

**DARLING LITTLE WOMEN DOLL OF ALL NATIONS**

and many other new attractions

*Special TOY FAIR display*

**ROOM 1744 — HOTEL NEW YORKER**

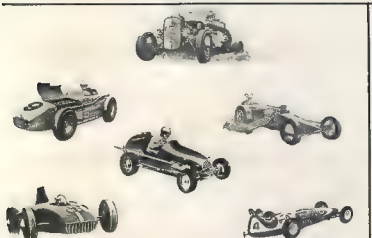
**M. G. M. SALES, Inc.** 239-241 Fairfield Ave. Upper Darby, Pa.

FLanders 2-2411 • CLearbrook 9-5131

# Great New Selection of Model Car Kits!

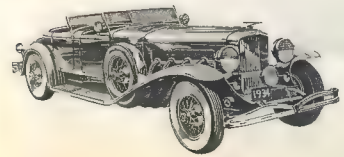
**(1) SPORTS CAR MODEL KITS.** Authentic realism and detail. Available in three most popular model sports cars: Chevrolet Corvette, MGA 1600, and the Austin-Healy Sprite! Models are molded in color and clear plastic with complete authenticity of detail. Includes windshields, bumpers, headlamps and complete detailed interiors, also with racing numbers and other decals. Step-by-step assembly instructions. Easy-to-make favorites of the road and race track! MONOGRAM MODELS.
**3EX9242—(D.O U.: Carton of 36) Each . . . . . 49c**

**(2) DRAG STRIP CAR MODEL KITS.** Realistic-looking models of "buzz bombs" of the road and drag-strip! Available in three models: **The Roadster**—a 1932 Ford Deuce with Chevy engine . . . **The Dragster**—slingshot type open box frame and body . . . **The Pickup**—Ford Model T with Chevy engine. Plastic parts include engine, exhaust headers, carburetors, stock tires, windshields, generators, wheel discs, roll and nerf bars. Pickup top is removable! Includes customizing decals. 4½"-5¾" long. MONOGRAM MODELS.
**3EX9243—(D.O.U.: Carton of 36) Each . . . . . 49c**



**(3) MODEL RACER KITS.** Authentic models that can actually be powered! Realistic detail inside and out! Available in six models . . . midget racer to Indianapolis 500 . . . drag racers tool 6" to 8" long.
**3EX9244—(D.O.U.: Carton of 36) (#504) Each . . . . . $ 98c**

**(4) STOCK CAR RACER KITS.** Sharp-looking customized stock cars—each with a personality! Authentic detailed working parts, custom exteriors. Available in five models. Fun to build! 6" to 8" long. MONOGRAM MODELS.
**3EX9246—(D.O.U.: Carton of 24) (#506) Each . . . . . $1.49**



**(5) 1934 SJ DUESENBERG MODEL KIT.** "The Mighty Duesie" . . . called by many the finest car ever built! The favorite of movie stars and the wealthy of the '30s (priced from $16,000 to $21,000 at that time!) And here it is in an outstanding kit! 150 parts in four colors and chrome plate. Authentic design, superb detail. Body is rich matched-color tan, black top, black simulated leather upholstery, black running board. Includes supercharged engine, nine headlight and other lights, luggage rack, whitewall tires, two windshields, removable hood and top, interior details and instrument panel, side-mount spare wheel and chrome cover. Represented in 1/24th actual size—a full 9¼" long. A great car—a great model kit!
**3EX9247—(#PC01) Each . . . . . $2.98**

# HISTORIC HATS

**(1) TEXAS BULLDOGGER HAT.** For young buckaroos. 100% new wool. Concealed wire in brim for self-forming. Simulated leather belt with buckle around crown. Small (6¾), Medium (6⅞), Large (6⅞).
**3EX9503—D.O.U.: Six** ..... **$1.98**

**(2) CONFEDERATE COMBAT CAP.** Authentic "South Gray" felt cap has composition Patent Peak, simulated patent chin strap. Red, white and blue Confederate flag emblem, metallic crossed rifles.
**3EX9501—(Not Stocked in Sacramento.) D.O.U.: 12** ..... **69c**

**(3) CONFEDERATE OFFICER'S HAT.** Authentic felt hat has Confederate flag insignia with crossed rifles, shiny braid.
**3EX9500—(Not Stocked in Sacramento.) D.O.U.: 12** ..... **$1.98**

## Antique Sailing Ship Models

Your choice of 4 authentic replicas . . . 6" Santa Maria, 8½" U.S.S. Constitution, 7" Barbary Pirate or 8½" Mayflower. Feature perfect deck and hull detail, display stand, wood masts and spars, pre-formed plastic sails.
**3EX9513—Each** ..... **$ .49**

# Start Your Own Fleet!

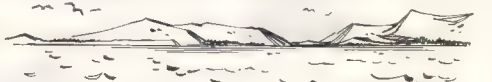
**(5) MOTORIZED HARBOR TUG KIT.** 124 parts molded in gleaming white plastic. Kit includes 3-volt DC permanent magnet electric motor, battery box, connectors. Model is 13" long with 3 crew members. Powered by two pen-light batteries (not included).
**3EX9538 (#716-M)** ..... **$2.49**

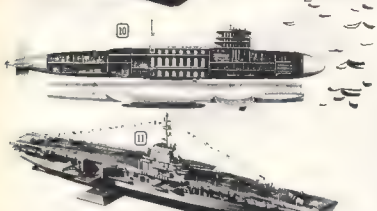
**(6) MOTORIZED FLEET OIL SUPPLY SHIP KIT.** Any youngster can build it. Kit includes 3-volt permanent magnet electric motor with all necessary extras. Operates on one pen-light battery (not included).
**3EX9538 (#775-M)** ..... **98c**

**(7) MOTORIZED U.S.S. RUDDEROW PICKET SHIP KIT.** Beautifully-detailed scale model of Navy ship that any youngster can build. Kit includes 3-volt electric motor and accessories (less battery).
**3EX9537 (#778-M)** ..... **98c**

**(8) NUCLEAR SUB MODEL KIT.** The largest and most accurately detailed model of the first "Polaris" missile launching nuclear sub . . . actually fires missiles. Full 24" long. All-plastic. Easy to build. Hinged hull opens to uncover intricate inner workings.
**3EX9514 (#651)** ..... **$2.98**

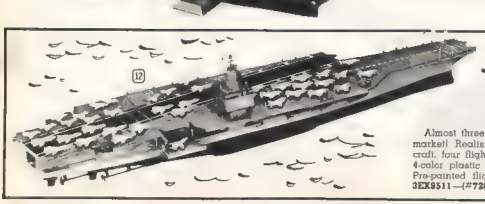
**(9) U.S.S. FORRESTAL CARRIER KIT.** All-plastic kit features movable pieces, full deck with airplanes. 21" long. Detailed.
**3EX9512 (#701)** ..... **$2.49**






**(10) "ETHAN ALLEN" MODEL NUCLEAR SUBMARINE KIT.** Incorporates the latest features released by the U.S. Navy! Brand new hull conformation and up-dated interior details are painstakingly reproduced. Actually "fires" a miniature Polaris missile. Sturdy plastic, 25" long.
**3EX9515—(#852)** ..... **$2.98**

**(11) U.S.S. "SHANGRI-LA" AIRCRAFT CARRIER KIT.** See the rakishly angled flight deck—the movable elevators, cranes and booms . . . the fleet of attack planes and bombers . . . the Regulus Missile! Complete with naval decals, signal flags, display stand. Rugged plastic.
**3EX9516—(#S800)** ..... **$1.98**




**(12) NUCLEAR POWERED U.S.S. "ENTERPRISE" ATTACK AIRCRAFT CARRIER**

Almost three feet long . . . longer than any other kit on the market! Realistic—269 super detailed parts! 44 detailed aircraft, four flight elevators that really move! Parts are molded 4-color plastic with cradle painted in gleaming naval brass. Pre-painted flight deck! Easy to assemble.
**3EX9511—(#720)** ..... **$ 9.95**

# other popular mighty-metal® toys . . . by Hubley®

A sales leader for years. Retractable wheels, revolving prop, sliding plastic canopy, folding wings, rubber tires, and realistic detail. Length 10 in. Packed 1 per display box; 1 doz. per ctn.; wt. 20 lbs. Suggested list price $1.98

**495 NAVY FIGHTER-BOMBER**

**503 ROAD GRADER**

Independent front and rear suspension. Adjustable blade, steering lever moves front wheels, 12¾ in. long. Individually packed in colorful box. ½ doz. to a ctn.; wt. 15 lbs. Suggested list price $2.98.

**881 P-38**

Retractable rubber tires, props that spin, and accurate detail make this 9 in. beauty a sure winner. Packed in colorful display box. 1 doz. boxes to ctn. Weight 20 lbs. Suggested list price $1.98.

**901 POWER SHOVEL** Cab rotates 360° and shovel rolls on rubber treads. 15 in. long. Individually packed in colorful corrugated box. ½ doz. per ctn.; wt. 18 lbs. Suggested list price $2.98.

**483 HELICOPTER**

Clear plastic bubble, folding rotor blades, and rubber wheels, make this 9¼-in. helicopter a real sales winner. Individually boxed; 1 doz. per ctn.; wt. 13 lbs. Suggested list price $1.49.

**903 BULLDOZER**

Scraper blade raises and lowers. Deep rubber treads. 8¾ in. long. Individually packaged in colorful corrugated box. ½ doz. boxes per ctn., wt. 15 lbs. Suggested list price $2.98.

**492 AUTO TRANSPORT**

Four plastic cars can be loaded and unloaded on metal ramp. Trailer and cab detach. 14 in. long. Packed in a colorful corrugated box with display base. ½ doz. per ctn.; wt. 16 lbs. Suggested list price $2.98.

**508 FORD 4000 TRACTOR**

Authentic scale model of the new Ford 4000 Tractor. Length 11 in. Individually boxed; ½ doz. per ctn.; wt. 20 lbs. Suggested list price $3.98.

**501 TRACTOR LOADER** 12¾ in. long. Individually packed in colorful corrugated box. ½ doz. to ctn.; wt. 15 lbs. Suggested list price $2.98.

**509 FORD 6000 TRACTOR**

Authentic scale model of the Ford 6000 Tractor. Length 12 in. Packed 1 in a colorful corrugated display box. ½ doz. per ctn.; wt. 30 lbs. Suggested list price $5.98.

# Hubley mighty-metal toys!

MORE VALUE, ACTION, QUALITY, DURABILITY

**902 DUMP TRUCK**

Heavy bodied dump with dual rear wheels and movable tailgate. Deep treaded rubber white-wall tires. Dump body operates from lever on side. 11 in. long. Individually packaged in colorful corrugated box. ½ doz. boxes per ctn.; wt. 20 lbs. Suggested list price $2.98.

**926 TOW TRUCK**

Mighty-Metal at its best. Hook is operated by crank on right. Brake on left holds hook in place when towing. Deep tread rubber tires. 12 in. long. Individually packaged in colorful corrugated box. ½ doz. per ctn.; wt. 20 lbs. Suggested list price $3.69.

**882 PICKUP TRUCK**

Sturdy pickup with realistic detailing. Deep treaded rubber white-wall tires. Hitch for attaching other Hubley items. 12 in long. Individually packaged in colorful corrugated box. 1 doz. boxes per ctn.; wt. 30 lbs. Suggested list price $2.49.

**927 STAKE TRUCK WITH TRAILER**

Careful detailing, sturdy construction, deep-tread rubber, white-wall tires, and detachable trailer. Loaded with play features. 20½ in. long. Individually packaged in colorful corrugated box. ½ doz. per ctn.; wt. 25 lbs. Suggested list price $3.98

**953 TRACTOR WITH TRAILER DUMP**

Dump body has lever on side which automatically dumps contents by spring action. Dual wheels on trailer and truck. Deep tread rubber white-wall tires. 16 in. long. Individually packaged in colorful corrugated box. ½ doz. per ctn.; wt. 24 lbs. Suggested list price $4.98.

**966 FLAT BED WITH SHOVEL**

Truck Flat bed Trailer, and Hubley's popular No. 901 Power Shavel. Deep tread rubber white-wall tires. Shovel actually shovels and moves on rubber treads. 20 in. long. Individually boxed in colorful corrugated box. ¼ doz. per ctn.; wt. 16 lbs. Suggested list price $5.95.

more disposable income for the average American family. He noted that the 1962 report to President Kennedy, and the Congress by the Outdoor Recreation Resources Review Commission stated "...it is clear that Americans are seeking the outdoors as never before And this is only a foretaste of what is to come."

"There is no doubt that all of this means vastly expanded markets for recreational products of all kinds, not only for 1963, but for many years to come," Coleman added. "At the Coleman Co. we expect that our growth pattern will continue."

## AFTMA Delays Vote on Importers

Final vote on admission of importers of fishing tackle and allied lines to the AFTMA will be held in abeyance until the annual meeting in Minneapolis, Minn., in May, officers of the association ruled December 20. This action was taken after legal counsel advised that by-laws may not be amended without a 30-day notice to members before a regularly scheduled meeting.

A mail ballot on the question had been recommended at the semi-annual meeting of the AFTMA in San Francisco in November.

The admission of importers as associate members would permit their exhibiting at the Tackle Trade Show in August.

## Narragansett Gym Sold to Medart, Inc.

Medart Products, Inc., has purchased the basketball backstop and gymnasium seating lines of Narragansett Gymnasium Equipment Co., Moberly, Mo. Medart is a wholly-owned subsidiary of Jackes-Evans Mfg Co., 4427 Geraldine, St. Louis, Mo

Stanley F. Jackes, president of Medart and Jackes-Evans, said the acquisition coincides with a plant addition now under construction which will increase Medart's gym seat and basketball backstop capacity by 50 per cent.

Narragansett was one of the earliest manufacturers of basketball equipment Records show that it produced basketball goals at the request of Dr James Naismith, inventor of the game of basketball, in 1893. The firm was then located in Providence, R. I.


HURRICANE / Olympic

Pace Setter for '63

**Here is a fast-selling, dynamic line of spincast reels, available for immediate delivery. Each item is backed by Hurricane's 100% unconditional replacement guarantee! (Yes, we have full service and parts facilities, too!)**

**No. 100 — The Meteor →**
The price leader of the industry, featuring an improved dial-matic wide range drag, a newly designed positive pickup that doesn't miss and all metal gears
**Retails for less than 5.95**

**← No. 115 — The Mustang**
This is Hurricane/Olympic's look into the future, with a positive pickup featuring our own newly designed pickup operation. This, plus an attractive finish unmatched in this price range
**Retails for only 7.95**

**No. 127 — The Monitor →**
An extra strong standard sized spincast reel, designed to pull in the big ones with ease. And again — metal gears and positive pickup
**A fast seller at 8.95**

**← No. 131 — The Mariner**
Brand new for 1963, this was the first Hurricane/Olympic reel to feature our newly designed positive pickup. The Mariner is already a proven sales leader due to all metal housing, cover and gears
**Price competitively at 6.95**

**No. 135 — The Mercury →**
A slightly larger sized spincast reel with a greatly increased capacity, positive pickup and years of trouble-free operation built right in
**A real bargain at 10.95**

Olympic

HURRICANE

70 TENTH ST. • SAN FRANCISCO 3 • MA 1-1954

Sole distributors for Olympic, foremost name in imported tackle.

*(For More Information Circle No. 149 on Page 215)*

The
Quick
MICROLITE
No. 265

A finely engineered lightweight trout reel • Available through most of the leading jobbers • Write for descriptive catalog and price list.
Also ask your jobber for matching **REFLEXE** tubular glass rods.

**BRADLOW INC.**
**DEPT. SGD-1**
**BOX 78156**
**LOS ANGELES 16, CALIFORNIA**

*(Circle No. 158 on Page 215)*

# BUSINESS AND FINANCE

(CONTINUED FROM PRECEDING PAGE)

## 1,845,006 Stores Sets Record; One for Every Hundred

A RECORD number of retail stores are vying for the patronage of the American consumer this year. There are now 1,845,006 retail establishments of all kinds in the continental United States, roughly one store for every 100 people. This represents an increase of 3.8 per cent over the 1,776,792 recorded in 1961, according to the Audits & Surveys Co., a New York marketing research firm.

These statistics are derived from the Ninth National Sample Census of Retail Distribution, an annual research project of Audits & Surveys. Based on a national probability sample of more than 37,500 retail stores, the comprehensive study is second in scope only to the business census of the U. S. Bureau of Census, last taken in 1958.

The study showed that the largest gains were recorded by the furniture - furnishings - appliance group which now totals 117,600, an increase of 12.1 per cent over 1961. Within this group, the dramatic rise of 20.2 per cent scored by furniture outlets which now total 45,120 paced the growth rate of the entire retail community. Radio and TV dealers climbed by 19,620, an 8.1 per cent rise over last year. The greatest decline on the list was also within this group with appliance dealers dropping 3.3 per cent to 27,420

The only other decrease registered against the general upward trend was in the number of eating and drinking establishments which fell off less than one per cent to 337,080.

According to Solomon Dutka, president of Audits & Surveys, the automotive group continued the strong growth pattern it showed last year. Tire-battery-accessory dealers increased 7.8 per cent over 1961 to 40,620 and have almost doubled in number since 1958 Service stations now total 216,000, their 5.8 per cent jump over last year representing the largest numerical gain on the list with a increase of 11,796.

Food stores, Dutka noted, continue to show signs of recovery from the drastic setback which they suffered during the 10-year period prior to 1960. Although they increased fractionally this year, less than one per cent over 1961, they are still 2.1 per cent under their 1958 level. Food stores constitute the largest single retail category in the United States with a total number of 348,000.

Drug stores increased slightly less than one per cent over 1961 but now stand at 5.6 per cent over their 1958 level with a total number of 59,400.

Variety stores now total 25,920 and led the general merchandise group with a 10.5 per cent gain over 1961 Department stores were up 2.1 per cent to 5,346. Lumber-hardware-building material outlets increased by 5.1 per cent over last year to 106,560 but are still 1.6 per cent under 1958

## H-I Now Selling Record Reel

Horrocks-Ibbotson Co., Utica, N. Y., on January 1 officially became the exclusive distributor in the United States and Canada of the Record reel. Five models are available for shipment in the U. S. and Canada

Originally developed by Karl Siegrist, chairman of the board of K. Siegrist & Co., Zurich, Switzerland, the Record reel was introduced to European fishermen in 1938, being sold direct to consumers.

In later years, modern production methods were adopted and wider distribution was possible. However, all reels still are assembled by hand and tested individually by skilled craftsmen

### Dodger Gym Sold

Dodger Gym, Inc., Humboldt, Iowa, has been purchased by a new corporation, Dodger Gym Company, 1201 Washington Street Eldora, Iowa Dodger Gym will retain its present management personnel and will operate on the same basis as in the past

### Ramsey in New Job

Paul Ramsey, pioneer trailer developer has joined Midlantic Metal Fabricators, Easton, Md. Midlantic is continuing the manufacture of Aqualand trailers.

(Circle No. 236 on Page 215)

Dayton 10 to 12-Foot Cane Pole Features Slip-Type Metal Ferrules.

## Three-Section Pole Comes Fully Rigged

A sturdy three-section cane pole offered by Dayton Bait & Marine ranges between 10 and 12 feet long and features slip-type metal ferrules. The pole is supplied with 15 feet of fishing line, a No. 4 hook, a sinker and a Dayton Green Cap float.

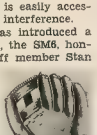
Among other Dayton items recently introduced are Gripper Tongs and the Green Cap luminous floats. The tongs, made of satin finish, cast aluminum, apply triple action for secure grasping of any object up to three inches in diameter, including fish, crabs or even corn on the cob. Dayton backs the rugged construction with an "unconditional lifetime guarantee." **Dayton Bait & Marine Products, Inc.**

(Circle No. 751 on Page 215)

## Golf Bag Created Especially for Cart

An innovation in golf bag design and construction, the Rawlings Cart Mate bag is designed specifically for use on carts. Made of black vinyl coated fabric with black plastic trim and white welt, the KMB15 model has twin side panel pockets with zipper openings and a special zippered ball pocket located on top. Every pocket thus is easily accessible without cart interference.

Rawlings also has introduced a new fielders' glove, the SM6, honoring advisory staff member Stan Musial, baseball's greatest record holder. Packaged in a gold foil box, the SM6 features the professional style H-web found on many major league models. In addition, the new Musial glove has the patented Edge-U-Cated heel, Deep Well pocket, cowhide lining and adjustable thumb loop. In each glove box are a full color picture of Musial and a scroll listing his records; both are suitable for framing. A copy of Musial's "How the Majors Play Baseball" booklet, published by Rawlings, also is included. **Rawlings Sporting Goods Co.**



(Circle No. 752 on Page 215)

Small to Slip Into Regular Tackle Box.

## Perrine Adds Two Spin Tackle Boxes

Two metal spinning tackle boxes featuring crush-proof, crack-proof, ventilated construction complete a selection of ten models now available from Perrine. Designed for all types of spinning lures, the boxes are six inches long—easy to slip into jacket or larger tackle box. Both sides have rubber shock absorbers to prevent rubbing and chipping of lures. Both boxes retail for $3.95. **Perrine Mfg. Co.**

(Circle No. 753 on Page 215)

## Waterlung Mask Clears 'Instantly'

Two distinctive Waterlung masks from Sportsways incorporate non-return exhaust valves for instant clearing. Close-to-the-face design increases vision and minimizes displacement. An extruded foam neoprene sealing edge prevents leakage and insures comfort.

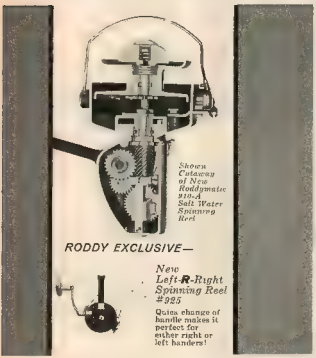
The mask is available as Model 1625 with deluxe polished chrome mask band or as Model 1626 with heavy-duty black annodized mask band for salt-water use. Retail price is $12.95 **Sportsways, Inc.**

(Circle No. 754 on Page 215)

# MOST PROFITABLE LINE FOR '63

RODDY

## RODDYMATIC REELS




RODDY EXCLUSIVE—

New Left-**R**-Right Spinning Reel #925

Quick change of handle makes it perfect for either right or left handers!

**ENGINEERED EXCELLENCE**

Roddy engineered reels are quality constructed throughout to give your customers a lifetime of service and fun. Deluxe features of new 910-A Salt Water Spinning Reel (shown) include: fully enclosed UKF ball bearing, 3 gear selection, multiple disc drag, rugged spool for handling heaviest Monofilaments. Over 15 exciting new models to choose from. Stock and promote Roddy for fastest turnover, highest profits in '63 *Nationally advertised!*

Write today for Roddy's new catalog and "Programs for Profit!" *Other famous Roddy product lines—Roddy Epoxy-Glas Rods, Western Fishing Line & C-H Reloading Equipment.*

RODDY

**P. O. Box 431** **Dept. SG-1**
**1526 W. 166th St., Gardena, Calif.**
*(For More Information Circle No. 268 on Page 215)*


# NEW YORK

NEW YORK, N. Y.

WE'VE got "instant" everything else, so it should come as no surprise that "Instant Skiing" has been authored by **Cliff Taylor,** father of the Short-ee ski, and "Instant Tennis" has been written by **Dick Bradlee,** a coach. Both books are designed to give the beginner easy fundamentals and not require that he, figuratively, go to college to learn the sport. Ironically, the tennis pros are not interested in Bradlee's new approach—even though he studied photos and movies of them in action to develop a simplified style of play. It's hard to break down barriers.

* * *

Just about the time we thought everyone was oriented to New Jersey, along comes **Joseph Schwartz** of S. Lipkin & Son to announce they have opened larger quarters at 630 West Merrick road, Valley Stream, Long Island.

* * *

**Cecil Hoge** of Harrison Industries is a man of his word. He told this reporter, "We'll be acquiring firms at the rate of about one a week for the next few weeks." The following day we learned from our Cleveland compatriot, **Perk Perkins,** that Harrison had purchased Killie's Sporting Goods, Poson, Mich.

* * *

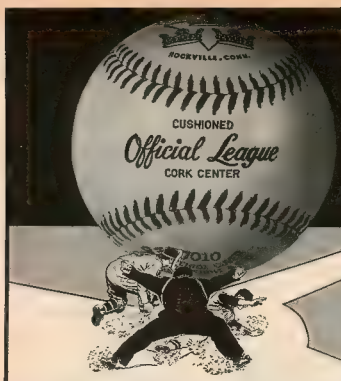
**William Manowitz,** president of the Hussco Shoe Co., manufacturer of the well-known Huskie moccasins, is hitting the fashion canvas shoe market with a promotion tied in with an attractive, happy carton character, **Mr. Sneekers,** representing joyous activity everywhere. Manowitz believes that even though 150,000,000 pairs of canvas shoes were sold last year, the surface of the market has barely been scratched.

* * *

**Henry Barreca,** president of Ski Industries America, reports that the exhibitor list for the new SIA trade show in San Francisco has hit 60 with more than 100 rooms taken. The SIA board has voted to accept exhibits from any and all members of the Western Winter Sports Representatives Association whether or not they belong to SIA.

* * *

Professional football fever has subsided somewhat in New York following the peak temperature reached when the Giants and Green Packers clashed for the league championship, December 30. With the game blacked out on TV locally, thousands of fans took to the highways for hotels and motels nearby but far enough away to be carrying the game. This army of ambulant football fans converged on various spots




MORE DEALERS ARE SCORING WITH TRIPLE CROWN

TRIPLE CROWN SINCE 1912 ROCKVILLE CONN.

BASEBALLS
SOFTBALLS

FOR SPORTING GOODS DISTRIBUTION

EASTERN REPRESENTATIVE
Ralph Libonati Co., 160 5th Ave., N. Y., N. Y.

MID-WESTERN & SOUTHERN
E. C. "Mule" Frazier & Assoc., P. O. Box 116, Waco, Texas

NORTH-WEST
C. T. Hanes & Co., 6824 Fremont Ave., Seattle 3, Washington

WRITE TODAY: DEPT T C. FOR CATALOGUE AND PRICE LIST

TOBER BASEBALL MFG. CO., INC.
P. O. BOX 210, ROCKVILLE, CONN.

(For More Information Circle No. 123 on Page 215)


## Light Balsa Core Buoys Glass Surfer

Designed with a lightweight balsawood core for buoyancy and fiber glass reinforcement for strength and durability, a new Apco surfboard features a built-in skeg to allow optional installation of a keel. Available in three lengths and engineered for speed and lateral control, the board is finished in maintenance-free gleaming white, according to the manufacturer, Atlantic-Pacific Mfg. Corp.

Surface (top view) and silhouette (below) of new Apco surfboard.

(Circle No. 761 on Page 215)

## 60 Cartridge Types Offered by Norma

Addition of new .308 and .358 Belted Magnum Soft Points makes nearly 60 rifle cartridge types available in the Norma line. They range from the .222 Remington Soft Point up through the .375 H & H The line includes the popular calibers and cartridges for imported military rifles. Norma-Precision.

(Circle No. 762 on Page 215)


## CARLISLE FISHING FLOATS

For value, for fast sales, for convenient use, you just can't beat Carlisle Floats with the patent fastener.

**No Tying — No Looping — No Threading**—just compress the spring and put the line in side opening slot

*The Bobbers that Fishermen OK!*

10¢ ea.
Packaged 3 dozen to Display Carton

STANDARD DISCOUNTS

A basic low price item that repeats year after year because it is right.

No. 483 SOLD THROUGH JOBBERS ONLY

Manufactured by C. J. CARLISLE CO., Coldwater, Michigan

(For More Information Circle No. 124 on Page 215)

TRAVEL RIGHT! TRAVEL LIGHT!! THE SCOTTY WAY!!!

## ADD THE EXCITING '63 SERRO SCOTTYS FOR EXTRA PROFITS

SCOTTY SPORTSMAN 13
Sleeps 4 or 5 Wgt. 975 lbs. $775 Retail F. O. B.

SCOTTY SPORTSMAN 15
Sleeps 6 Wgt 1300 lbs. $995 Retail F. O. B.

These nationally-advertised trailers with prefinish aluminum exterior in turquoise and white, sell on sight. Kitchen-dinette, built-in 2-burner stove, built-in sink, ice refrigerator. Store in garage; use as an extra bedroom The Scotty 13 (shown) has choice of 3 floor plans—one with commode. Write for a Scotty franchise for your area today!

SERRO TRAVEL TRAILER CO. 483 ARONA RD., IRWIN, PA. 463 SCOTTY DR., BRISTOW, OKLA.

(For More Information Circle No. 125 on Page 215)

# SEEN ANYWHERE:

## always a STAR ATTRACTION!

WORLD'S FINEST FISHING TACKLE by

# South Bend

### Spin Cast

New nine models for dependable action on all fresh water fishing. Fast 4-to-1 retrieve, baked enamel finish, diamond cut gears for rugged use. Model illustrated has star drag. $ 5.95 to $24.95 suggested retail.

### Sup--matic

New aristocrat of spinning reels with exclusive 2-speed retrieve, instant spool removal, "micrometer" precision drag, trouble-free worm drive. Two models, $28.00 and $35.00 suggested retail.

### Casting

Direct drive free spooling for fresh or salt water fishing. Rugged construction features, nylon gears, permanent anti-reverse, click control. Use either with mono or braided line. Lightweight large capacity. $6.50 to $29.95 suggested retail.

And of course there's a choice of South Bend rods for every South Bend reel. See the new "Custom" power taper rods shown in this ad at the NSGA Show.

**SOUTH BEND TACKLE COMPANY, Inc.**
1108 S HIGH STREET, SOUTH BEND 23, INDIANA
In Canada SOUTH BEND TACKLE DIVISION, PERFECT CIRCLE CO., LTD., 888 DON MILLS ROAD, DON MILLS (TORONTO), ONTARIO

SEE THE LATEST SOUTH BEND PRODUCTS LEARN ABOUT OUR MERCHANDISING AND ADVERTISING PROGRAMS --- VISIT BOOTH 77 AT THE NSGA SHOW, MORRISON HOTEL, JANUARY 20-24TH

"THE BEST IN BODS • REELS • LINES • LURES FOR OVER 60 YEARS"

**Introducing new additions to the world famous collection of Steiff animals.**

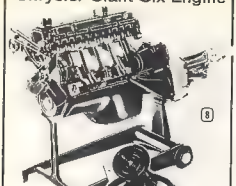
*all Steiff toys are handmade.

The full line may be seen at the showrooms of:

Loucap Company
1107 Broadway (Room 400), New York 10
WAtkins 9-8584

Reeves International
1107 Broadway (Room 1210), New York 10
WAtkins 9-5412

## Chrysler Slant Six Engine




**Each Moving Part Moves -- Just Like In A Real Engine!**

**(8)** Engineered from official Chrysler Corporation blueprints! Authentic ¼ scale of the real engine! Each part that moves in the real engine moves in this model—even the spark plugs "fire" during operation! Molded in four real-life colors. Build it up, tear it down, rebuild it again and again. Includes informative illustrated booklet
**3EX9202—(#H1353)** ..... **$12.95**

## Scale Models of Famous Originals

**(1) OUTLAW CUSTOMIZED CAR.** '50 Cad. V-8 mill, '48 Ford rear end, '58 Chevy taillight, '56 Chevy lenses, and custom 'cycle tires –plus—chrome stenchions, plaque, trophy, interior, decals.
**3EX9220—(#H1282)** ..... . . . **$1.98**

**(2) '57 CHEVY.** Scale model Chevy has doors that open and hood and trunk that lift up. Detailed exactly like real model with precision interior, chrome strips, crossed flags decal on fender.
**3EX9222—(#H1284)** . . . . . **$1.98**

**(3) '56 FORD PICKUP.** Customizing favorite. With two highly-detailed engines, custom and stock seats. Doors and tailgate open. Whitewalls.
**3EX9221—(#H1283)** ..... .. **$1.98**

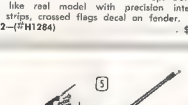
**(4) JAGUAR XKE CONVERTIBLE/HARDTOP.** High-styled Jaguar with sleek modern design. Most beautiful car on the road. Converts easily from hardtop to convertible
**3EX9223—(#567)** ..... ..... **$1.49**

## Fun-Filled Car Kits

**(9) HUBLEY MODEL A STATION WAGON.** All-metal kit features removable hood that shows off the detailed engine, rubber hose and rotating fan. Pressure sensitive wood grain labels simulate side paneling. Includes additional rear sight. Hinged tail gate
**3EX9241—(#858K)** ..... **$3.49**

**(10) CUSTOMIZED 1932 FORD HOT ROD.** Easy to assemble Battery operated. Complete with control line steering, working headlights. Runs forward and backward Colorful decals.
**3EX9245—(#532)** . ..... **$1.98**

**(11) ELECTRIC POWER KIT FOR MOTORIZING 1/25 SCALE CARS.** Everything necessary to make cars go!
**3EX9237—(#H1256)** .... **98c**

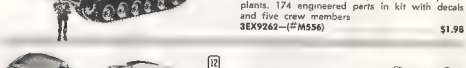


## Exciting, Rugged Tanks

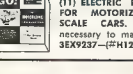
**(5) WALKER BULLDOG TANK.** Fastest and most maneuverable of the Army's new tanks. Kit contains 172 precision parts . . . completed model has 44 moving parts. Unique suspension system. Gun elevates on rotating turret and hatches and grille doors open to expose detailed interior. Combat crew of five and decals included
**3EX9260—(#M554)** ..... ..... ..... **$1.98**

**(6) TWIN 40MM ANTI-AIRCRAFT GUN.** 182 engineered parts, including 43 that operate. Self propelled weapon is realistically detailed. Twin 40mm guns elevate and rotate. Other operating parts include 30 calibre machine guns mounted on turret, accessories door, grille door, engine grille doors and hatches, flexible tracks and road wheels independently suspended by metal springs. Kit complete with six shells, authentic decals and five life-like crew members
**3EX9261—(#M555)** . . . . . **$1.98**

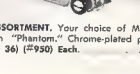
**(7) GENERAL PATTON II MEDIUM TANK.** See the life-like commander and loader automatically take over their proper stations when tank is in traveling position and conceal themselves when tank is ready to fire. Includes movable idlers, road wheels, gun mount and tracks; rotating turret that elevates gun, machine gun that swivels in all directions; grille covers and hatches authentically open and expose detailed power plants. 174 engineered parts in kit with decals and five crew members
**3EX9262—(#M556)** . . . . . **$1.98**




**(12) CUSTOMIZED CAR ASSORTMENT.** Your choice of MG "Bullet," Jaguar "Hellcat," Ferrari "Tiger Shark" or the Cunningham "Phantom." Chrome-plated parts, colorful decals. Authentically detailed.
**3EX9269—(D.O.U.: Asst. of 36) (#950) Each.** . . . . . **79c**




**(13) REVELL "HIGHWAY PIONEER" KIT.** Easy to assemble plastic. Authentically detailed. Perfect for collectors.
**3EX9270—1914 Stutz Bearcat (#H38)** .. **89c**




**(14) ROLLS-ROYCE SILVER CLOUD CAR KIT.** Accurately detailed 1/24th scale model. With car body, interior, dash board, steering wheel, chassis, tires.
**3EX9254—Rolls-Royce Silver Cloud (#157K)** . . . . . **$1.69**

# Helicopter, Bomber, Rocket and Spotter Plane Kits Are Easy to Assemble... Fun to Play With!

1

**(1) HELICOPTER HOBBY KIT.** H-16 Transport Helicopter is exact scale model of work-horse U.S. Air Force helicopter. Equipped with two large propellers. Ramp lowers in rear for long fuselage to allow supplies and men to be loaded. Precision detail with national, branch and division decals. Firmly supported by wheels and struts. Durable plastic construction. Loads of fun for every young pilot.
**3EX9042—(#H138)** ..... 98c

2

**(2) B-24 BOMBER PLASTIC HOBBY KIT.** Brilliant scale model of rugged World War II bomber which played a decisive part in the liberation of Europe. Four-engine bomber has broad wing span, authentic decals, tripod landing gear, and bubble gun turrets. Liberator is easy to assemble and a plane you'll be proud to own.
**3EX9045—(#H137)** ..... 98c

3

**(3) MERCURY "FRIENDSHIP 7" SPACE CAPSULE AND ATLAS BOOSTER** Scale model of famous rocket and space capsule which orbited the earth many times. Thrilling play item for every young space-minded child. Complete with fun time accessories for realistic play.
**3EX9086—(#H1833)** ..... $2.49

4

**(4) ARTILLERY SPOTTER AIRPLANE.** A model of the Army's L-4 Grasshopper used for artillery spotting and liaison work. Big 17½" wingspan. Dacron lines and handle for long wear. Nylon propeller. Equipped with .049 Babe-Bee engine with spring starter. Includes all accessories needed to fly except battery.
**3EC9070—(#7261)** ..... $7.95

5

6

7

**(5) PERFORATED ROLL CAPS.** Finest quality caps—extra loud. Sure firing. Rolls feature easy-opening tab. 250 shots per box—five 50-shot rolls.
**3EC9057—(EC5300) D.O.U.: Carton of 60 Boxes (#260)** ..... 5c

**(6) JET ROLL CAPS.** Loud and sure firing. Each cap a sure-fire shot. Big box of 1000 caps. 20 rolls of 50 shots each.
**3EC9058—(EC5301) D.O.U.: Carton of 144 (#1000)** ..... 10c

**(7) GREENIE STIK-M-CAPS.** No 633 Greenie caps for Mattel "Shootin' Shell" and other cap guns.
**3EC9059—(EC5302) D.O.U: Carton of 48 (#633)** ..... 10c

## AMMUNITION . . . "Just for Fun"!

8

9

10

**(8) DAISY SOFTBALL AMMUNITION.** Soft cork. For training rifles.
**3EX9055—(D.O.U.: 36 Packages) Package of 12** ..... .25c

**(9) SHOOTIN' SHELL BULLET PACK.** Looks like the real thing! Three Shootin' Shell cartridges and 30 safe bullet noses. A must with Mattel Shootin' Shell guns.
**3EX9054—D.O U.: Display of 12 (#609)** ..... 50c

**(10) CARTRIDGES FOR WINCHESTER AND FANNER-50 CAP GUNS.** Eight real-looking metal play bullets. Mounted on card
**3EX9052—(D.O.U.: Display of 12 Sets) Set of 8 (#637).** ..... 50c

## Model Plane Paint and Cement

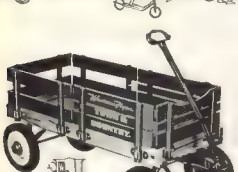
11

12

**(11) PACTRA 'NAMEL COMPLETE FINISHING KIT.** For all plastic models and toys. Self-leveling, leaves no brush marks. Complete with one brush, C-ment, thinner and ten colors—including Chrome Silver
**3EX9020—(#98)** ..... 98c

**(12) REVELL CEMENT FOR STYRENE PLASTIC.** Fast-drying. Colorless.
**3EX9021—(D.O.U.: Display of 24) Each (#H1602)** ..... 17c

# TOP-QUALITY COASTER WAGONS FOR WORK AND PLAY



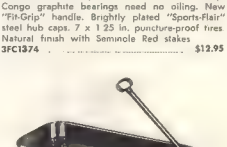
**WOOD STAKE WAGON.** Extra-big and strong for hauling heavy loads 38" x 18" x 10" box of kiln-dried lumber, reinforced with cleats. Heavy stamped-steel gear, tubular-steel handle 10" double-disc wheels have "Congo" lifetime graphite bearings 1½"" semi-pneumatic tires. Natural wood finish box with red stake panels! **3FC1376—Gold Crest Value** . . . . . **$19.95**

**WESTERN FLYER "CHIEF" WAGON.** An all-purpose vehicle for work or play. Excellent for heavy work around house or farm. Four steel panels slip out for coasting fun—back in for hauling groceries, etc. Seminole Red 36" x 17½" body is 8½" deep with steel panels in place. Has 10" wheels with 1½" semi-pneumatic, puncturepproof tires for an extra-cushiony ride. Steel panels are red and white. Long wearing, self-lubricating bearings! **3FC1363** . . . . . **$15.50**

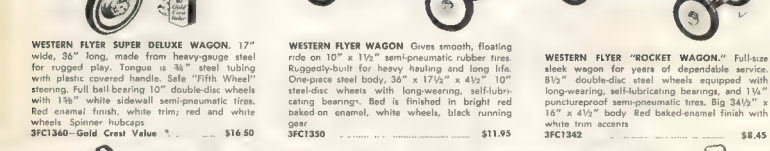
**NEWEST COMPACT RODEO WAGON.** An attractive newcomer with quality plus! Finest hardwood body construction with heavy-duty steel chassis. Beveled front and back edges assure smooth fit. Recessed tie rods. Brightly plated stake brackets. Body is 30 x 15½ x 7½ in. deep. Congo graphite bearings need no oiling. New "Fit-Grip" handle. Brightly plated "Sports-Flair" steel hub caps. 7 x 1.25 in. puncture-proof tires. Natural finish with Seminole Red stakes **3FC1374** . . . . . **$12.95**

**WESTERN FLYER SUPER DELUXE WAGON.** 17" wide, 36" long, made from heavy-gauge steel for rugged play. Tongue is ⅜" steel tubing with plastic covered handle. Safe "Fifth Wheel" steering. Full ball-bearing 10" double-disc wheels with 1⅜" white sidewall semi-pneumatic tires. Red enamel finish, white trim; red and white wheels. Spinner hubcaps **3FC1360—Gold Crest Value** . . . . . **$16.50**

**WESTERN FLYER WAGON** Gives smooth, floating ride on 10" x 1½" semi-pneumatic rubber tires. Ruggedly-built for heavy hauling and long life. One-piece steel body, 36" x 17½" x 4½" 10" steel-disc wheels with long-wearing, self-lubricating bearings. Bed is finished in bright red baked on enamel, white wheels, black running gear **3FC1350** . . . . . **$11.95**



**WESTERN FLYER "ROCKET WAGON."** Full-size sleek wagon for years of dependable service. 8½" double-disc steel wheels equipped with long-wearing, self-lubricating bearings, and 1¾" puncturepproof semi-pneumatic tires. Big 34½" x 16" x 4½" body. Red baked-enamel finish with white trim accents **3FC1342** . . . . . **$8.45**



**WESTERN FLYER JE1 WAGON** Husky construction. Long wearing New "Fit Grip" handle for safety. Self-lubricating bearings. Safe, smooth corners. Fire engine red finish, white wheels. Puncture-proof semi-pneumatic 7x1.25 in tires. 28½"x13½"x3¾" body **3FC1344** . . . . . **$7.25**

**WESTERN FLYER "CHAMP."** Big fun low price! 6" double-disc wheels with ¾" rubber tires. All weather bright red baked enamel finish with white trim. 25"x12½" x3½" Rolls smoothly on durable sleeve bearings **3FC1340** . . . . . **$4.19**

**WESTERN FLYER "TOT" WAGON.** Big wagon style. Heavy-gauge one piece steel body 20½"x11"x3" Rolled edges for safety 3" double-disc wheels with sleeve bearings ½" rubber tires. Bright red baked enamel, white trim **3FC1339** . . . . . **$2.55**

**"HY-SPEED" WAGON.** Little tots love it! Easy to handle . . . practically indestructible! Steel construction, 2 lbs. light! Steel edges rolled for safety. 14½"x6½"x2" 3¾" linear polyethylene wheels. Red with yellow trim **3FC1332** . . . . . **$1.65**



Selling Prices Shown Are Approximate Ask Your Western Auto Man for Exact Prices

## Western Flyer 10" Tricycle

New design frame for safety! Sturdy swept-wing step deck! 2" tubular steel head, 1¼" tubular steel backbone. Bright plated head fittings. Nylon bearing pedal wheel. Bright plated hubcaps. 1" semi-pneumatic rubber tires. Adjustable ⅜" enameled tubular handlebars. Red vinyl grips. Adjustable steel saddle. Red polyethylene pedals! Gleaming red finish!

**3FC1014—10" Front Wheel, 7" Rear Wheels..... $7.25**

## Deluxe Western Flyer 8" Tricycle

Perfect size for small fry cyclists. 1½" steel tubing head and 1¼" backbone. Swept-wing design rear step deck! Fork is stamped and formed from heavy-gauge steel. Double-disc steel wheels have 1½" molded rubber semi-pneumatic tires. Oilite front wheel bearings. ⅜" enameled handlebar. Easy to adjust steel saddle! Plastic pedals. Red finish with white trim.

**3FC1003—8" Front Wheel, 5" Rear Wheels..... $7.95**

## Western Flyer Junior 8" Tricycle

For the youngest cyclist. Stout 1¼" steel tube frame with 2" head. Rugged stamped-steel rear step, Double-disc wheels with ⅝" rubber tires. Bright plated hub caps on rear wheels. Tubular steel handlebar. Large steel saddle Streamlined plastic pedals. Plastic handlebar grips. Red with white trim.

**3FC1001—8" Front Wheel, 5" Rear Wheel.....$5.35**

### Suggested Size By Age Groups

Western Flyer trikes and sidewalk bikes are available in a broad range of sizes. Any child can enjoy healthy cycling on a Western Flyer.

| | |
|---|---|
| 8" Tricycle | Up to 1½ Years |
| 10" Tricycle | 1½-2½ Years |
| 12" Parkcycle & Trikes | 2½-3½ Years |
| 14" Parkcycle | 3½-5 Years |
| 16" Tricycle | 3½-5 Years |
| 16" Parkcycle | 4-7 Years |
| 20" Tricycle | 4-7 Years |
| 16" Sidewalk Bike | 4-7 Years |
| 20" Sidewalk Bike | 5-8 Years |

## Western Flyer Scooters That Scoot!

**(1) WESTERN CHIEF SCOOTER.** Deluxe features for delightful play! Scoots along on bearings that never need oiling! Years of rugged play built into 1-piece steel frame! 10"x1½" semi-pneumatic tires ride smooth, can never be punctured. 38"x34" frame. Finished in shining turquoise, with cloud white fenders and wheels Black plastic grips on white tubular steel handle, sure-step brake. No-slip footrest and flip-down parking stand. "Congo" graphite bearings.

**3FC1408—Gold Crest Value... ..... $7.95**

**(2) DELUXE WESTERN FLYER SCOOTER.** "Scoot" safe and speedy on the non-slip footrest, the sure-grip brake, the puncture-proof tires . . . the "Congo" lifetime graphite bearings never need oiling. Single-unit frame of heavy-gauge steel. Seminole red finish accented by cloud white wheels and trim. Parking stand. Black plastic finger-moulded grips on white tubular steel handle. 37"x33".

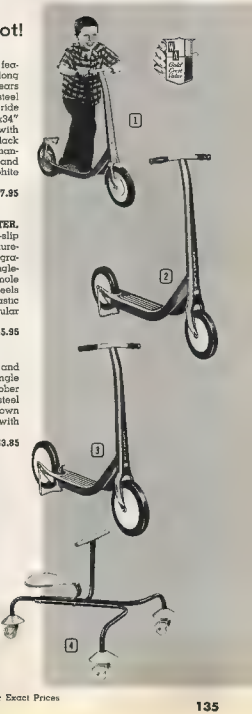
**3FC1403 .....$5.95**

**(3) WESTERN FLYER SCOOTER.** Swift and smooth riding! Safe for little people. Single unit rugged steel frame. 8" molded rubber tires won't scratch floors! Tubular steel handle has black plastic grips. Flip-down parking stand. 33"x30". Bright red with white trim.

**3FC1401 ..... $3.85**

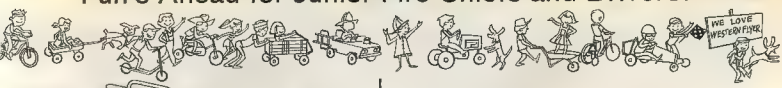
**(4) BABY SCOOTA.** Watch baby scoot himself around the floor! Hours of fun for the little tot! Sturdy tubular steel frame with ⅜" painted wood handlebar. 2" x ¾" full-swivel plastic wheels! Red enamel with white trim, white plastic bumper guards. Comfortable spring-type saddle.

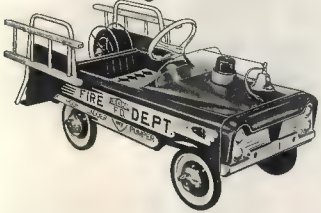
**3FC1738 ..... $4.25**




**Western Flyer—Chosen Over 11 Million Times!**

# Fun's Ahead for Junior Fire Chiefs and Drivers!

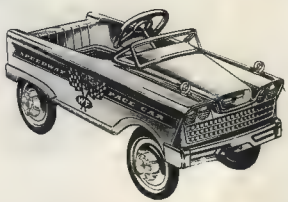


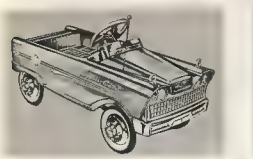

**WESTERN FLYER HOOK AND LADDER PUMPER FIRE TRUCK.** All new body design with sturdy rear step deck platform. 45" long and 18" wide. Ball bearing pedal drive adjustable to 3 positions. Chrome plated bell with card. White hand rails. Two yellow ladders (4 rung). 9-ft. length of black hose. Large electric flasher light mounted on hood. ⅞" molded rubber tires. Flexible "Play-Safe" windshield. Silver grille with embossed headlights and bumper. Attractive seat pad.
**3FC1442—Red Finish with White Trim** ..... **$24.95**

**ADJUSTABLE PEDAL DRIVE AIR FORCE JEEP.** Easy to pedal, grows with your child! Air Force markings in blue, white, and yellow. Folding windshield. Ball-bearing rear axle. 8" nylon bearing wheels, with 1" tractor tread tires. Rigid rear bumper. 16½" x 20½" x 42" long.
**3FC1496** ..... **$19.50**

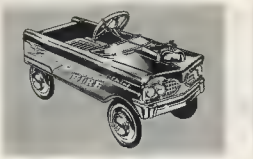
**WESTERN FLYER FIRE TRUCK.** Newly-designed fire truck with nylon-bearing construction. Equipped with 2 ladders, ladder rails, rear platform, and fire engine bell. Body is 40" long. Wheels are 8" with 5½" molded tires. Nylon-bearing pull straps and rear axle hangers with adjustable pedals. Fire engine red with white trim. Flashy fun for future firemen!
**3FC1444** ..... **$16 95**




**WESTERN FLYER SPEEDWAY PACE CAR.** Distinctive "gun-sight" fender ornaments with reflectors mounted on the 36" long body. Full ball-bearing operation. 8" wheels have 5½" molded tires. Windshield and automotive type spinner hub caps. Body is finished in arctic white with red and black trim. Wheels are red with white trim. Adjust-o-matic drive . . . car grows with child!
**3FC1494** ..... **$16.95**



**WESTERN FLYER SPORTS CAR.** Full ball-bearing, body is 36" long, 17" wide. 8" ball-bearing wheels with ⅞" molded tires. 5 position adjustable pedals. Equipped with musical radio box which actually plays! Automotive spinner type hub caps, retractable radio antenna, chrome finished instrument panel. Body finished in azure blue metallic with red and white trim.
**3FC1450** ..... **$19.95**



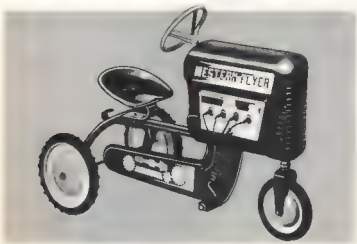
**WESTERN FLYER FIRE CHIEF.** Realistic design. Sleek and fast. Chrome plated fire chief bell. Body is 33" long, 15" wide. Wheels are 8" with ⅝" molded tires. Equipped with jet type steering wheel. Finish in bright vermilion with white trim, vermilion wheels with white stripe. Exciting fun for youngsters!
**3FC1447** ..... **$13.75**

**WESTERN FLYER AUTO.** Nylon bearing construction. Body is 33½" long. Wheels are 8" with ⅝" molded tires. Nylon bearing pull straps, axle hangers. Bahama-blue with white trim body, red with white trim wheels.
**3FC1446** ..... **$13.50**

# For Big Fun Around the "Small Fry" Farm

**WESTERN FLYER SUPER-TRAC TRACTOR.** This big tractor is designed for real fun. 42" long, 24" wide, 28" high. Large heavy duty rear wheels with 16" x 1¾" tractor tread tires. 8" x 1¾" semi-pneumatic front tire. Hood made of heavy gauge steel with realistic engine. Heavy duty ball bearing chain drive is completely enclosed. Spring mounted adjustable seat Equipped with trailer hitch Bright red finish with black, white & silver trim
**3FC1491** ..... **$24.95**

**WESTERN FLYER SUPER DELUXE TRACTOR.** FULL ball bearing tractor is 37" long, 22" wide, and 25" high. Big enough to handle all "Small Fry" farm jobs. Wheels are ball bearing; 8" front and 10" rear large 1¾" semi-pneumatic tires with tractor treads on the rear. Ball bearing chain drive with motor tone gear shift Equipped with simulated dual spark plugs and ignition wires, trailer hitch and spring type adjustable seat. Body finished in bright fire engine red with aluminum and white trim and white wheels.
**3FC1488** ..... **$20.95**

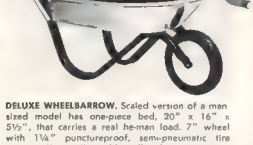


**WESTERN FLYER POWER-TRAC-TRACTOR.** 37" long, 19" wide and 28" high Bicycle-type chain drive with nylon-bearing construction for easier pedaling. Front fork made of heavy-gauge steel Simulated motor block with realistic spark plugs. Adjustable spring-mounted seat and trailer hitch. Puncturepproof 1¼" semi-pneumatic tractor tires. Red with white trim, white enamel wheels
**3FC1486** ..... **$16.50**

**WESTERN FLYER SCAT-TRAC.** Pedal drive tractor is 33" long, 19" wide, 24" high. Scat car type heavy gauge tubular steel frame. Nylon bearing pedal drive adjustable to 4 positions. Equipped with large black enameled seat Airplane type steering wheel. Bright red finish with white wheel. Semi pneumatic 8" x 1" tractor tread rear tires. 6" x 1" semi-pneumatic front tire! Safety construction
**3FC1484** ..... **$ 9.95**

# Wheelbarrows for "Small Farmers"

**TRACTOR TRAILER.** Fits any tractor . . . hooks up in a jiffy. Tail gate swings open. Body is 12" long, 11" wide, 6" deep. 8" wheels with molded rubber tires. Red with white trim
**3FC1490** ..... **$6.45**



**DELUXE WHEELBARROW.** Scaled version of a man sized model has one-piece bed, 20" x 16" x 5½", that carries a real he-man load. 7" wheel with 1¼" puncturepproof, semi-pneumatic tire turns on "Conga" graphite oilless bearing Heavy-gauge carriage has handles with long wearing black plastic grips. Colors Seminole Red bed, black carriage, white handles and wheels
**3FC1337** ..... **$3.49**

**ALL-STEEL WHEELBARROW.** Even the youngest will have little trouble with this model—it weighs only 3 pounds. Bed size: 14" x 12" x 5" with fully rolled edge to eliminate sharp corners. 5¾" disc wheel with ½" solid rubber tire rolls easily, is quiet indoors! Black rubber grips. Green bed with yellow handles and legs and white wheel
**3FC1334** ..... **$1.95**



Selling Prices Shown Are Approximate—Ask Your Western Auto Man for Exact Prices

**She'll be seen on the TV Screen!**

**She'll be promoted in National Magazines!**

**She'll be most-wanted by most 4-to-9 year old girls!**

**She'll be bought by their sisters and their cousins and their aunts!**

*(and their uncles, parents, Grandma and Grandpa, too!)*

**She'll be previewed at:** 1107 BROADWAY Rooms 402-403 • HOTEL NEW YORKER, New Orleans Room

GOLDBERGER DOLL MANUFACTURING CO , INC ,—Factory 538 Johnson Avenue, Brooklyn 37, N.Y.

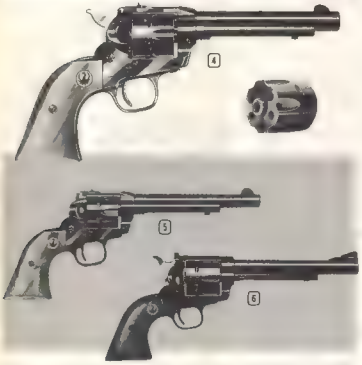
## Savage Single Shot . . . Western-Styled

**SAVAGE MODEL 101 .22 PISTOL.** Built on authentic Western lines, the Savage 101 is a unique, single-shot pistol with the balance and feel of a fine revolver. Single-shot design means economy, improved accuracy. Precision-rifled alloy steel barrel with crowned muzzle is integral with cylinder; 5½" long. Spring-rod ejection. Compressed treated wood grips. Blade front and slotted sight adjustable for windage. Weighs 20 oz. 9" overall length.
**4GX4325** ..... **$19.50F**

Swing-out barrel assembly for ejection and loading.



Ideal for fishing kit . . . safe, practical, compact.




# Accurate, Precision-Built Ruger Side Arms

**(1) RUGER STANDARD .22 AUTOMATIC PISTOL.** Superbly balanced, perfect grip. New heavy receiver houses cylindrical bolt. Action of unusual reliability, great strength. Field strips to five self-contained subassemblies. Two-stage pull trigger. Detachable magazine holds 9 long rifle cartridges. Safety will lock bolt in open position, has position indicator. Polished and blued
**4GX4350—4¾" Barrel. (Use 4GX4507 Holster)** ..... **$37.50**
**4GX4351—6" Barrel. (Use 4GX4508 Holster)** ..... **37.50**

**(2) RUGER "BEARCAT" .22 REVOLVER.** Our only pocket size single-action revolver. High tensile aluminum alloy steel, one-piece solid cylinder and grip frame. Unbreakable cylinder latch. Best quality barrel, precision single-action mechanism make the "Bearcat" a mechanical "jewel." Compact, yet with the feel of a heavy gun. Six shot capacity; short, long, long rifle, regular or high speed. Classic American engraving. Special treated wood grips. 4" barrel.
**4GX4353** ..... **$39.50**

**(3) RUGER "SINGLE-SIX" .22 REVOLVER, REGULAR.** Heavy chrome-molybdenum steel cylinder frame. One-piece aluminum alloy grip frame. Music wire coil springs. Sturdy rebounding fire pin. Six shot long rifle, long or short capacity. Partridge type blade front sight; square notch rear sight. Safety, loading and full cock hammer positions. Walnut grips. Polished, blued
**4GX4355—5½" Barrel. (Use 4GC4525 Holster)** ..... **$64.25**
**4GX4357—9½" Barrel** ..... **70.25**

**(4) RUGER SINGLE SIX CONVERTIBLE.** 5½" barrel. 6-groove rifling. Best quality music wire springs. Independent alloy steel firing pin mounted in frame. Extra fitted cylinder for **magnum** rim-fire cartridges packed in handy carrying pouch. Partridge type front, square notched rear sights. Genuine walnut grips, polished, blued
**4GX4356—(Use 4GC4525 Holster).** .....
**4GX4358—9½" Barrel** ..... **89.50**

**(5) RUGER "SINGLE-SIX" .22 MAGNUM REVOLVER.** Same rugged specification as Regular "Single-Six" (see "C" above) with additional strength at working parts. Chambered for .22 Winchester Magnum rim-fire cartridges only; six shots. Gives greater muzzle velocity and accuracy, better trajectory. 6½" barrel.
**4GX4359** ..... **$64.25**

**(6) RUGER "BLACKHAWK" .357 MAGNUM REVOLVER.** Also takes .38 specials. Heavy chrome-molybdenum steel frame and cylinder and precision single-action design. Music wire springs; flat top target-style frame, rear sight adjustable for windage and elevation; ⅛" wide ramp blade-front sight. Genuine walnut grips. Polished and blued. 6½" barrel
**4GX4360** ..... **$87.50**

Selling Prices Shown Are Approximate—Ask Your Western Auto Man for Exact Prices

## Famous Smith & Wesson Revolvers

**(1) SMITH & WESSON COMBAT MASTERPIECE.** Partridge front sight, S & W micrometer click rear sight adjustable for windage and elevation. Grooved tangs, trigger. Walnut stock. .22 caliber model holds six long rifle cartridges. .38 caliber model holds 6 mid-range special police. Colt special or short Colt loads 4" barrel. Use 4GX4516 holster

**4GX4200—.22 Caliber.** ..... **$74.00M**

**4GX4217—.38 Caliber.** ..... **74.00M**

**(2) SMITH & WESSON MASTERPIECE.** Partridge front sight, S & W micrometer click rear sight, adjustable for windage and elevation. Fires .22 caliber short, long, or long rifle, standard or high velocity ammunition. Blued finish. Walnut stock, grooved tangs, trigger. Overall length 11⅛". 6" barrel. Loaded weight 38¼ oz. Use 4GX4518 holster.

**4GX4202** ..... **$81.00M**

**(3) S & W HIGHWAY PATROLMAN.** Large frame . . . heavy enough to absorb magnum recoil. Baughman Quick-Draw front sight on plain ramp, micrometer click rear sight. Checkered walnut stock, grooved tangs and trigger. Satin blued finish. Ammunition: Entire range of .38 S & W Special and S & W .357 Magnum.

**4GX4226—4" Barrel. Std. Stock** ..... **$85.00M**

**4GX4229—8" Barrel. Target Stock** ..... **90.00M**

**(4) S & W MILITARY-POLICE SPECIAL, SQUARE BUTT.** Fixed 1/10" service-type front and square notch rear sights. All revolvers equipped with PC stocks and given a blued or nickel finish. One of the most widely used pistols in existence since its adoption by hundreds of law enforcement agencies over the U.S. Pistol stock is squared off and slightly curved at the bottom to prevent snagging on clothing. Smith & Wesson checkered grips. Use 4GX4515,16 holsters.

**4GX4231—2" Brl. Blued.** ..... **$65.00M**

**4GX4232—2" Brl. Nickel Plated** ..... **70.00M**

**4GX4233—4" Brl. Blued** ..... **65.00M**

**(5) .38 SMITH & WESSON CHIEF'S SPECIAL.** Serrated ramp front sight and square notch rear sight. Walnut Magna stock, round butt. Blue finish. Takes five S & W cartridges 6¼" overall length. 18 oz. Use 4GX4508 holster.

**4GX4255—2" Barrel** ..... **$65.00M**

**(6) .32 AND .38 SMITH & WESSON REGULATION POLICE PISTOLS.** Equipped with 1/10" serrated ramp front sight and square notch rear sight. Walnut stock .32 caliber models take six .32 S & W long, mid-range or Colt new police cartridges. .38 caliber models hold five .38 S & W super police or Colt new police cartridges. Use 4GX4508 and 4GX4512 holsters with these pistols.

**4GX4260—.38 Cal. Blued. 4" Brl.** ... **$85.00M**

**4GX4264—.32 Cal. Blued. 3½" Brl.** .. **85.00M**

**4GX4266—.32 Cal. Blued. 4" Brl.** ... **85.00M**

**(7) .38 SMITH & WESSON "TERRIER."** Serrated ramp front sight and square notch rear sight. Walnut stock, blued finish. Takes five S & W super police, Colt New police cartridges. 6¼" overall length. 17 oz. 2" barrel. Use 4GX4508 holster.

**4GX4271** ..... **$65.00M**

**(8) .32 SMITH & WESSON HAND EJECTOF PISTOLS.** Designed for the man or woman wanting a small, light gun. Minimum recoil. Extremely accurate. 1/10" serrated ramp front, and square notch rear sights. Walnut stock. Takes six .32 S&W long, mid-range, or Colt new police cartridges **Stocked in Birmingham and Sacramento.**

**4GX4274—2" Barrel. Blued*** ..... **$85.00M**

**4GX4276—3½" Barrel. Blued*** ..... **85.00M**

**4GX4277—3½" Barrel. Nickel*** ..... **70.00M**

**4GX4278—4" Barrel. Blued** ..... **85.00M**

***Use 4GX4508 Holster**

## Star, Beretta Pistols

**(9) STAR MODEL "F" .22 CAL. PISTOL.** A compact, lightweight pistol that makes an ideal hand gun for the hunter, trapper, outdoorsman. Ten quick shots. One second slide takedown, thumb rest grips, checkered back-strap. Hand-honed trigger. Extra magazine, cleaning rod. Use 4GX4501 holster.

**4GX4300—4¼" Barrel** ..... **$41.15M**

**(10) BERETTA .25 CAL. JETFIRE PISTOL.** Tip-up barrel for quick single shot reloading. Push button magazine release, external hammer. 4½" long, 8-shot capacity. Heat-tempered ordnance steel and duraluminum construction. Use 4GX4501 holster.

**4GX4310** ..... **$32.00M**

**(11) BERETTA MINX M4.** Longer barrel pocket pistol in economical .22 short—inexpensive plinking fun. Six-cartridge magazine, plus one in chamber. Fixed sights, brilliant black finish, hail-cock safety, duraluminum vergal alloy frame, slide. Use 4GX4501 holster.

**4GX4314—4" Barrel** ..... **$35.00M**

## ASTRA Pocket Pistols

**(12) ASTRA MODEL 202 .25 CAL.** Pocket automatic of modern design. Heavily chromeplated and superbly hand engraved. Beautiful presentation piece with "old country" master engraving. Six-shot capacity. 4⅝" overall. Thumb and grip safety. Chamber-load indicator. Use 4GX4500 holster.

**4GX4320** ..... **$43.65M**

**(13) ASTRA "CUB" .22 SHORT PISTOL.** Handful of power less than 4⅛" overall! Fires .22 cal, shorts. Magazine holds 6 shots. 2¼" long barrel. Non-sagging sights. Three safeties, positive thumb safety, magazine disconnector safety, half cock safety. Easy take down. Use 4GX4500 holster.

**4GX4322** ..... **$29.90M**

FAMOUS

# PARKER GAMES

THE MOST ADVERTISED AND LARGEST SELLING GAMES IN THE WORLD

## *It's elementary...it just SELLS!*

**No need to investigate Clue's case. Records prove this popular game of mystery and suspense is the best-selling "who-done-it" in the world! But with nationally advertised Clue selling so fast, you *should* keep your stock under constant surveillance. Then, you'll never get caught *without* the goods!**

*CLUE® No. 45 . . . weight per dozen, 31 lbs.*

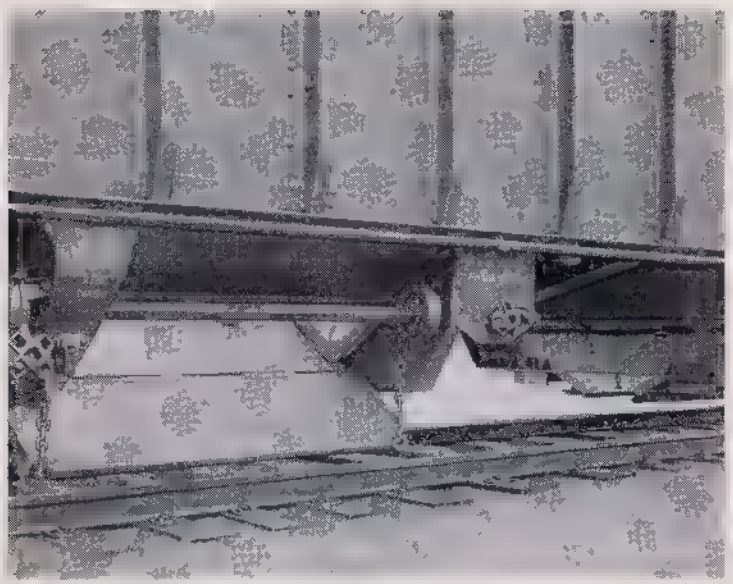
*®Parker Brothers Trademark for its Detective Game Equipment*

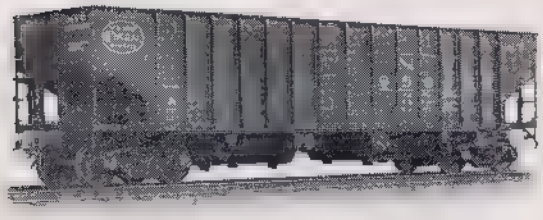
PARKER BROTHERS, INC., SALEM, MASSACHUSETTS — DES MOINES, IOWA

200 FIFTH AVENUE, NEW YORK — MERCHANDISE MARTS: CHICAGO, SAN FRANCISCO AND ATLANTA

Manufactured in Canada by Parker Brothers Games, Limited, Toronto

[redacted]





One of 350 Longitudinal Hopper Cars now in service on the N.Y.C. System. This new type of self-clearing hopper car is ideally suited for Ballast Service, and Commercial Service the year round. This design is also extremely useful in handling bulk commodities subject to freezing, as the large side doors make the lading easily accessible.

*Doors and Door Operating Mechanism are of Enterprise Railway Equipment Company design.*

# ENTERPRISE RAILWAY EQUIPMENT COMPANY

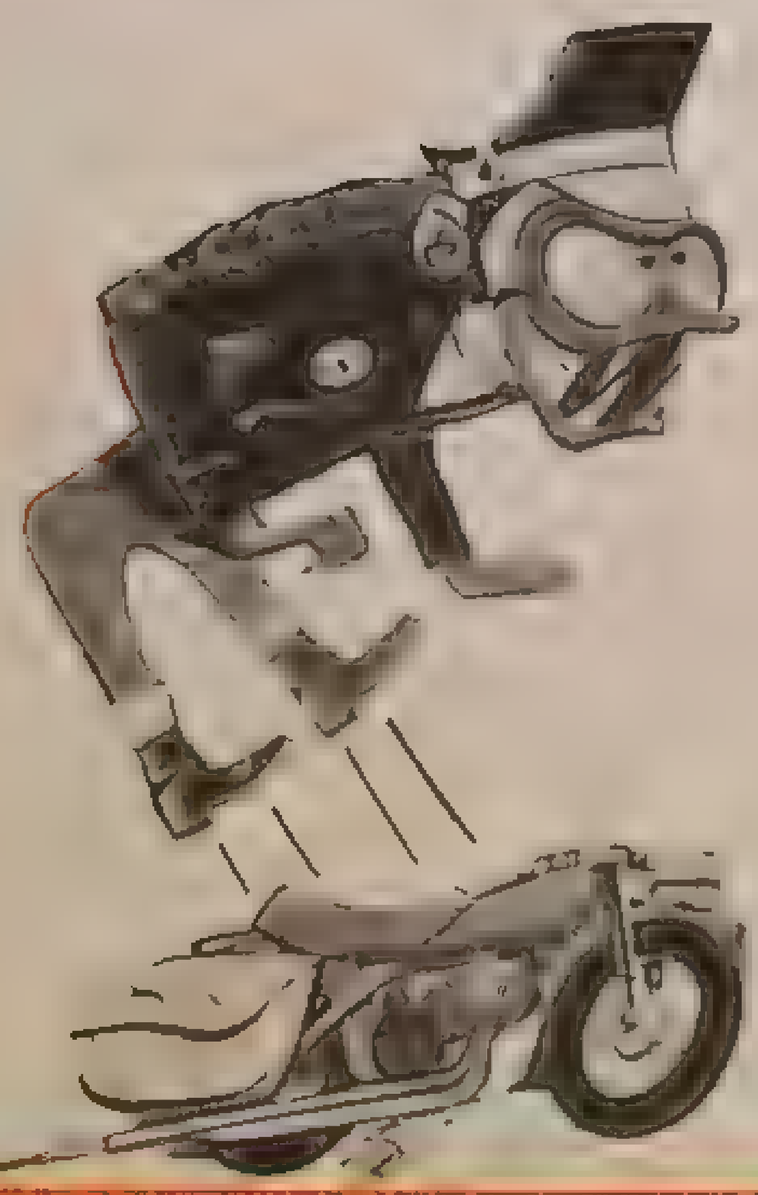
**8754 South Dobson Avenue** **Chicago 19, Illinois**

**Telephone Area Code 312 221-4800**

# MAN!

## LIKE YOU'RE PUT IN THE DRIVER'S SEAT

WITH THE NEWEST KITS AVAILABLE



## Weird-ohs™

★WACKY! ★WONDERFUL!

★PROFITABLE! ★SELLING! ★ACCEPTED!

## HAWK KITS

Twice as Much for the Same Money, too!

Compare the Quality!

$1.00 "MONTE CARLO" Rubber Powered Sports Car

Compare the Authenticity!

P-51 MUSTANG FIGHTER $1.50

Compare the Value!

50¢ "APACHE" Rubber Powered Sports Roadster

PLUS a complete line of kits in all price ranges including the largest 50c assortment in the hobby ... ORDER FROM YOUR [illegible] TODAY

in 4 color cellophane wrapped individual boxes

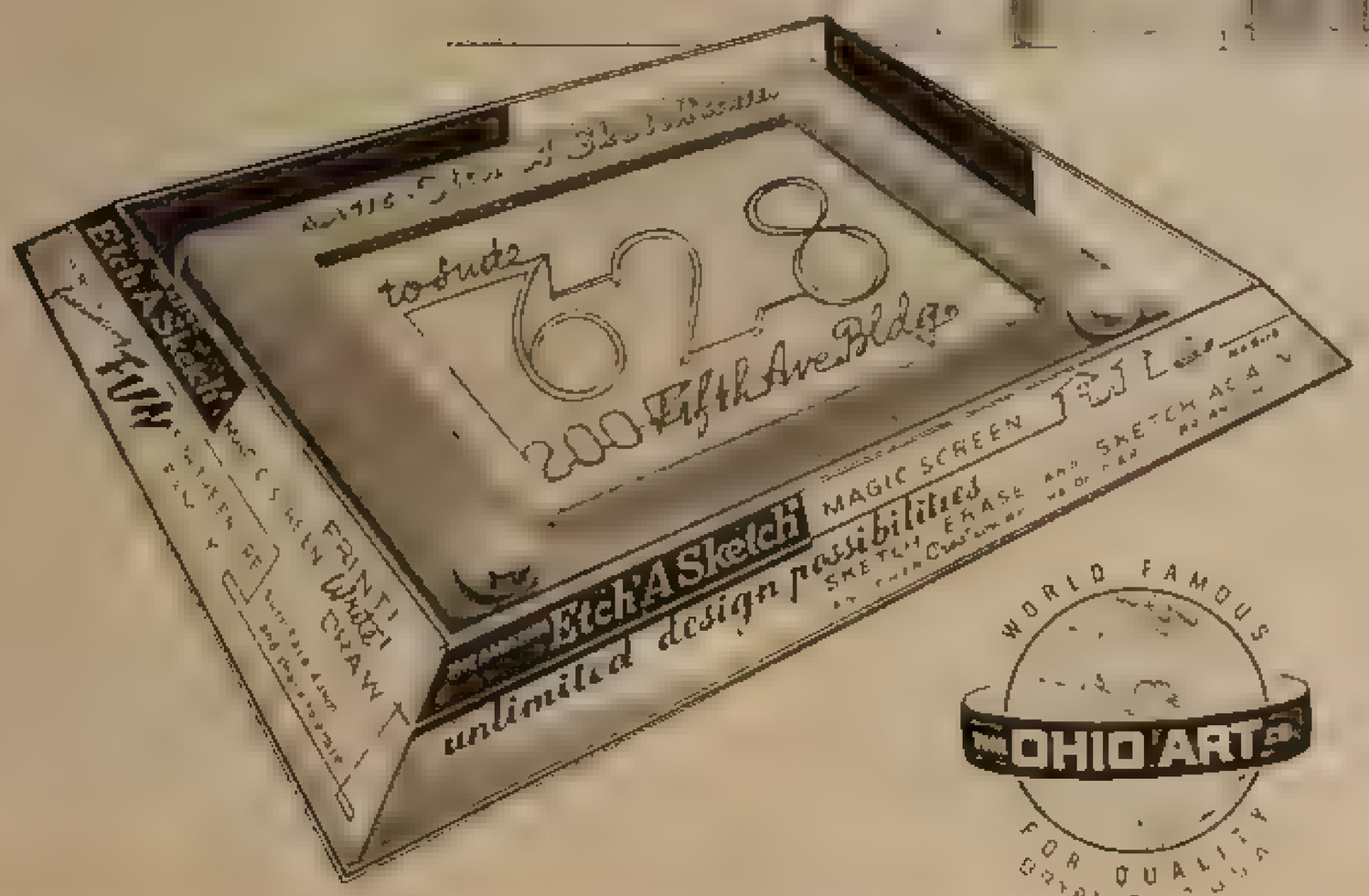
hawk

Our 35th Anniversary

23

# WE'VE MOVED

## OUR NEW YORK OFFICE




# THE OHIO ART COMPANY

BRYAN, OHIO

Dec. 7, 1963

# THE NEW YORKER

Price 25 cents

## JUNGLE HUNT*

A big game hunt for wild animals! Animals move in and out of the jungle. The hunter is controlled with the pistol grip. Animals appear in a random pattern for you to shoot down by aiming the gun and pulling the trigger. A fun game of skill for Hunters of all ages! Two D batteries not provided. 25" by 22" by 8". Packed 4 to a carton. Stock No. 996

# PROMOTED ON NETWORK TV
## plus local spots

## GOLFERINO*

Here's golf realism in miniature to play on a table. Great in game room, kids room, living room. The 9 hole golf course is filled with exciting hazards. Mr. Golferino is directed by turning the red knob. Club swings when the lever is pressed down. At 9th hole a bell rings and a golf ball cup pops up. Sturdy plastic 22" x 23". Rules and score cards furnished. 3 to a shipping carton. Stock No. 995

## RAZZ-MA-TAZZ* Player Piano

Anyone can play without mistakes! Each time keyboard is struck a different note plays. Coin operated action produces a familiar tune. Two recorded practice rolls offer 12 favorite tunes. Easy to change rolls snap out the back of RAZZ MA TAZZ 14 with Lucite Pedals. Neatly printed box. 4 to a carton. Stock No. 991

Hubley®

TURN PAGE FOR TV SCHEDULE

TRADEMARK OF THE HUBLEY MF[illegible]

# Hubley ABC NETWORK (N) AND LOCAL (L) TV COVERAGE

## JUNGLE HUNT, GOLFERINO, RAZZ-MA-TAZZ

featured on

**WAGON TRAIN (Week days 4:00–5:00 E.S.T.)** **MY FRIEND FLICKA (Sat. 1:00–1:30 E.S.T.)**

**SEPTEMBER THROUGH DECEMBER, 1963**

| | | | | | |
|---|---|---|---|---|---|
| Aberdeen, S. Dak | N | Grand Rapids, Mich. | N | Plattsburg, N. Y.— | |
| Ada, Okla | N | Great Bend, Kans | N | Burlington, Vt. | N |
| Akron, Ohio | N | Great Falls, Mont | N | Peoria, Ill. | N |
| Albany, Ga. | N | Green Bay, Wisc | N | Portland, Maine | N |
| Albuquerque, N. Mex | N | Greenville— | | Portland, Ore | ■ & L |
| Alexandria, Minn | N | Spartanburg, S. C | N | Providence, R. I | N |
| Amarillo, Texas | N | Harrisburg, Ill | N | Raleigh— | |
| Anderson, S. C | N | Harrisonburg, Va | N | Durham, N. C. | N |
| Ardmore, Okla. | N | Hartford—New | | Rapid City, S. Dak | N |
| Ashville, N. C. | N | Britain, Conn | N | Redding, Calif | N |
| Atlanta, Ga. | N & L | Hastings—Kearney, | | Reno, Nev | N |
| Augusta, Ga | N | Nebr | N | Richmond— | |
| Austin, Minn. | N | Honolulu, T. H | N | Petersburg, Va | N |
| Austin, Texas | N | Houston, Texas | N | Roanoke, Va | N |
| Bakersfield, Calif | N | Huntington— | | Rochester, Minn | N |
| Baltimore, Md | N & L | Charleston, W. Va | N | Rochester, N. Y. | N |
| Beaumont—Pt | | Idaho Falls, Idaho | N | Rockford, Ill | N |
| Arthur, Texas | N | Indianapolis, Ind | ■ & L | Sacramento, Calif | N & L |
| Biloxi, Miss. | N | Jackson, Miss | N | Saginaw— | |
| Binghamton, N. Y | N | Jackson, Tenn, | N | Bay City, Mich | N |
| Birmingham, Ala | N & L | Kansas City, Mo | N & L | Salinas— | |
| Bismarck, N. Dak. | N | Knoxville, Tenn | N | Monterey, Calif | N |
| Boise, Idaho | N | Lafayette, La. | N | Salt Lake City, Utah | ■ & L |
| Boston, Mass | N & L | Lake Charles, La | N | San Antonio, Texas | N |
| Bryan, Texas | N | Lancaster, Harrisburg, | | San Diego, Calif | N |
| Buffalo, N. Y. | N | York, Pa | N | San Francisco, Calif. | N & L |
| Butte, Mont. | N | Lansing— | | Santa Barbara, Calif. | N |
| Casper, Wyo. | N | Onondaga, Mich. | N | Schenectady, N. Y. | N |
| Charleston, S. C | N | Laredo, Texas | N | Seattle— | |
| Charlotte, N. C | N & L | Las Vegas— | | Tacoma, Wash | N |
| Chattanooga, Tenn. | N | Henderson, Nev. | N | Shreveport, La | N |
| Chicago, Ill. | N & L | Lexington, Ky. | N | Sioux City, Iowa | N |
| Cincinnati, Ohio | N & L | Lima, Ohio | N | South Bend— | |
| Cleveland, Ohio | N & L | Little Rock, Ark. | N | Elkhart, Ind. | N |
| Colorado Springs— | | Los Angeles, Calif. | N & L | Spokane, Wash | N |
| Pueblo, Colo. | N | Louisville, Ky | N | Springfield | |
| Columbia, S. C | N | Lufkin, Texas | N | Decatur, Ill. | N |
| Columbus, Ga | N | Madison, Wisc | N | Springfield— | |
| Columbus, Ohio | N | Medford, Ore | N | Holyoke, Mass | N |
| Davenport, Iowa | N | Memphis, Tenn | N | St. Louis, Mo. | N & L |
| Dayton, Ohio | N | Miami, Fla. | N | St. Paul— | |
| Daytona Beach— | | Midland— | | Minneapolis, Minn | N & L |
| Orlando, Fla | N | Odessa, Texas | N | Syracuse, N. Y | N |
| Decatur, Ala. | N | Milwaukee, Wisc. | N & L | Tampa—St | |
| Denver, Colo. | N | Minot, N. Dak | N | Petersburg, Fla | N |
| Des Moines, Iowa | N | Mobile, Ala.— | | Temple— | |
| Detroit, Mich | N & L | Pensacola, Fla | N | Waco, Texas | N |
| Duluth, Minn.— | | Montgomery, Ala. | N | Toledo, Ohio | N |
| Superior, Wisc | N | Muncie, Ind | N | Tucson, Ariz | N |
| El Dorado, Ark.— | | Nashville, Tenn | N | Tulsa, Okla | N |
| Monroe, La | N | New Haven, Conn | N | Twin Falls, Idaho | N |
| El Paso, Texas | N | New Orleans, La | N | Tyler, Texas | N |
| Erie, Pa. | N | New York, N. Y | N & L | Washington, D. C | N & L |
| Eugene, Ore | N | Norfolk, Va. | N | Waterloo— | |
| Eureka, Calif | N | North Platte, Nebr | N | Cedar Rapids, Iowa | N |
| Evansville, Ind | N | Oklahoma City, Okla | N | Wichita, Kans | N |
| Fairmont, W. Va | N | Omaha, Nebr | N | Wichita Falls, Texas | N |
| Fargo, N. Dak | N | | | Wilkes Barre— | |
| Flint, Mich | N | Paducah, Ky | N | Scranton, Pa | N |
| Florence, Ala | N | Palm Beach, Fla | N | Wilmington, N. C | N |
| Fresno, Calif | N | Parkersburg, W. Va | N | Yakima, Wash | N |
| Fort Dodge, Iowa | N | Philadelphia, Pa | ■ & L | Youngstown, Ohio | N |
| Fort Wayne, Ind. | N | Phoenix— | | Utica, N. Y | N |
| Ft. Worth— | | Mesa, Ariz | N | | |
| Dallas, Texas | N & L | Pittsburgh, Pa | N & L | Zanesville, Ohio | ■ |

Schedule subject to change

115 4 63

# Nothing is left "unturned" in our constant modernization program to benefit shippers!

Car-positioner at Milwaukee Shops turning freight car for faster, better welding.
The Milwaukee Road Shops are among the most extensive and well equipped in railroading.

THE MILWAUKEE ROAD

THERE'S REAL INGENUITY IN THE EQUIPMENT IMPROVEMENT PLANS SET UP BY OUR

## CREATIVE CREWS

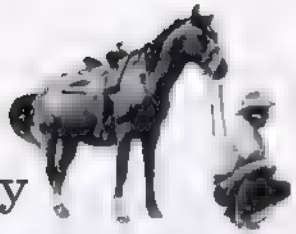
*America's resourceful railroad*

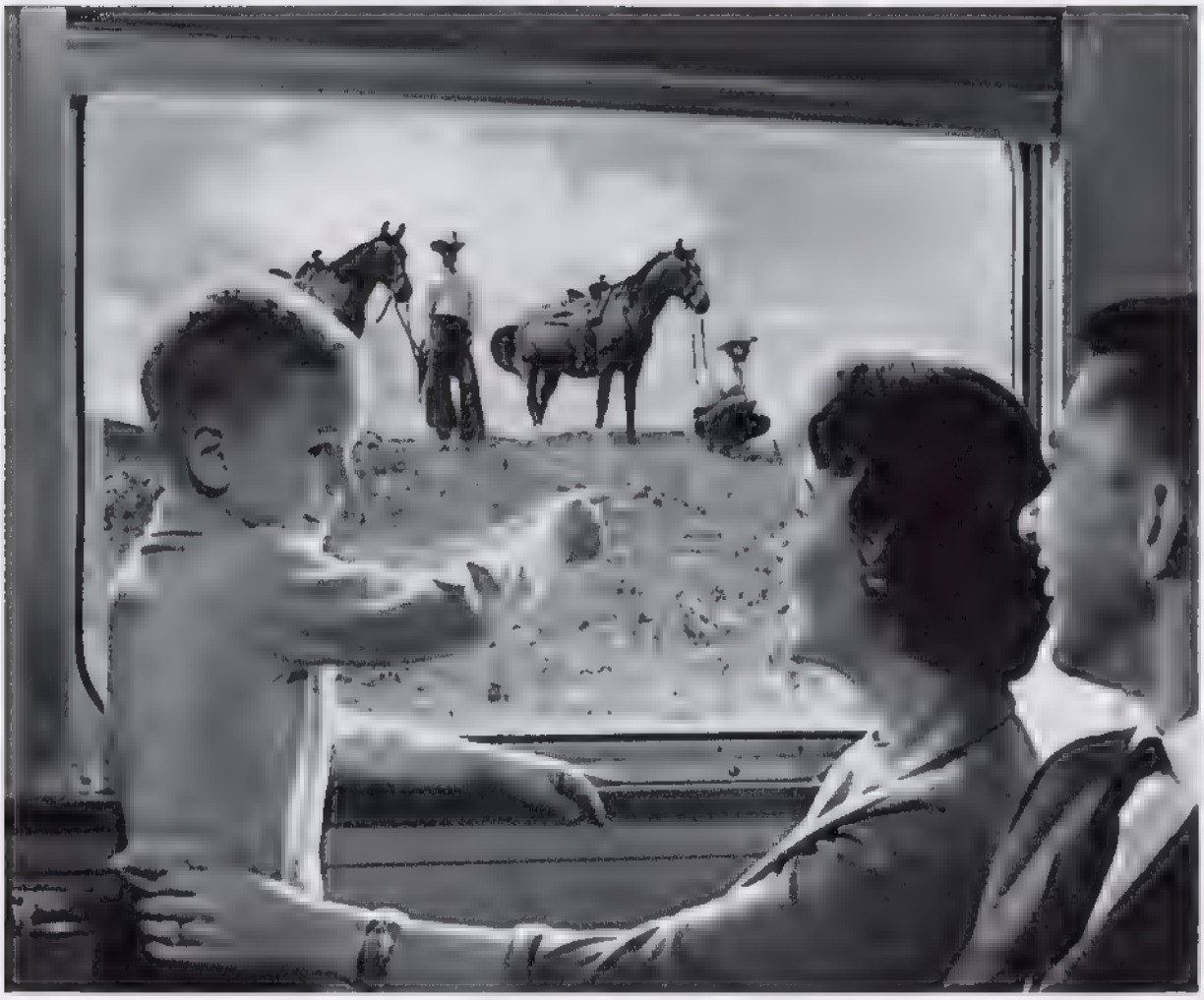
Today's shipping needs are different from yesterday's. So much different in fact that the Milwaukee Road has organized one of its famous *Creative Crews* to meet the problem.

Known as the Freight Car Committee, it is composed of representatives from every major department of the railroad. It meets regularly to analyze our shippers' needs and decide what equipment should be purchased or rebuilt to meet requirements.

This year, about 5 million dollars is being spent to rebuild and re-equip over 3,000 box cars at the famous Milwaukee Road Shops in Milwaukee. In addition, scores of gondola, refrigerator and other types of cars are being rebuilt, repaired or equipped with loading devices.

The railroad's 1963 improvement program includes everything from the purchase of new, insulated, damage-free box cars and covered hopper cars to new, turbo-charged diesel locomotives. It's all further reason why shippers know the Milwaukee Road as America's *resourceful* railroad...doing better what the railroads do best. *The Milwaukee Road Union Station Bldg., Chicago 6, Illinois.*

Best way  to see the **WEST**...



# Best way to travel **WEST**!

**A western vacation** on the Northern Pacific's Vista-Dome North Coast Limited is a wonderful way to see the West. And the NP helps to make it a real vacation from beginning to end – for travelers can relax the moment they climb aboard the train.

The food is famous on the Northern Pacific, the accommodations are spacious, and there's Sue, the Stewardess-Nurse aboard, to help travelers of all ages have a pleasant and more comfortable trip.

**The Traveller's Rest car** has authentic western flavor. It's a mobile museum of Lewis & Clark's expedition through the territory in search of the Northwest Passage. Interesting to see. Fun to be in.

The NP is at your service – and we'll see to it that you travel west in comfort aboard the Vista-Dome North Coast Limited.

This is the way to run a railroad . . . this is the way we run

**NORTHERN PACIFIC RAILWAY**

Route of the Vista-Dome North Coast Limited

Complete Outfit
$14.98

1

3 $12.97

4 $24.44

Barbie® 4-Speed Phonograph

2 $23.44 Complete

5 $4.77

6 $3.77

EVERY CHILD'S DREAM . . .

# A Real Phonograph . . . and Records

## Important Message About Children's Phonographs

**Mechanically Amplified Phonographs** (1), (3) and (11) are designed for children and young people. While their tone quality is not comparable to high-priced adult record players, they do give children the pleasure of a phonograph of their own. 4-Speed Phonographs (2) and (4) are electronically amplified for full-dimensional tone. All are UL Approved for 110–120 volts, AC only, with rubber-covered cord and plug.

## Toy Phonograph With Stand, Record Rack, Records

(1) **"Music Maker" Console Combination.** Colorful 2-speed portable Phonograph is designed especially for children. Mechanically amplified—there are no tubes, no crystals, no expensive parts to break. Will provide many hours of tuneful fun. Sturdy case covered in washable pyroxylin coated material, with molded plastic handle. Plays all 78 and 45-rpm records. Directional sound chamber gives better reproduction. Overall size of phonograph: 12½x10½x5¼ in.

**Sturdy Wrought Iron Phonograph-Record Stand** with storage space for records and albums. Includes six 78-rpm, four 45-rpm golden records, record rack, package of 100 needles, and repeater attachment. Ship. wt. 11 lbs. 8 oz. *Mailable*

48 T 7500 MO—Phonograph, Stand, Rack, Records, Needles. $14.98
48 T 7501—All items above except stand. Ship. wt. 8 lbs. 8 oz. . . . 12.98
48 T 7502—Phonograph and Needles Only. Ship. wt. 6 lbs. . . . . 10.49

## New Barbie® 4-Speed Phonograph

(2) **A "Must" for Barbie Fans**—4-speed amplified Phonograph is so fashionable with its luggage-style case of shiny black patent vinyl with 4-color silk screened Barbie motifs. Plays 4 speeds: 78, 45, 33⅓, and 16 rpm. With 2 permanent sapphire-tipped needles, flipover cartridge, high gain amplifier with full range volume control. Heavy duty speaker and motor. Turntable has built-in 45-rpm adapter. Includes twelve 45-rpm records, record rack. Size: 12¾x10¾x5 in.

48 T 7509—Phonograph, Records, Rack. Ship. wt. 7 lbs. 14 oz. . $23.44
48 T 7508—4-Speed Phonograph Only. Ship. wt. 6 lbs. 14 oz. . . . . 20.88

## Time for Music With Beany and Cecil

(3) **Any Child Will Love a Phonograph** showing his TV favorites, Beany and Cecil in full color. 2-speed mechanically amplified Phonograph plays 78 and 45-rpm records. Designed for children: there are no tubes or crystals to break. Sturdy portable cabinet is covered in washable pyroxylin coated material with molded plastic handle. Colorfully decorated with Beany, Cecil and their pals in action. Phonograph has directional sound chamber for better reproduction. 45 rpm adapter. Includes three 78-rpm and two 45-rpm kiddie records, record rack, and package of needles. Size: 12½x10½x5¼ in

48 T 7503—Phonograph, Needles, Records, Rack. Wt. 6 lbs. 14 oz. $12.97
48 T 7504—Phonograph and Needles Only. Ship. wt. 6 lbs. 5 oz. 11.44

(4) **4-Speed Amplified Beany-Cecil Phonograph** features tonal quality, style, and clarity of reproduction—makes the perfect gift for a child's musical Christmas. With front mounted speaker system and full range volume control. Plays 4 speeds: 78, 45, 33⅓ and 16-rpm records. The arm has 2 permanent sapphire needles in a moisture-proof flipover cartridge. Turntable has built-in 45 rpm adapter. Portable cabinet is covered in washable, scuff-proof pyroxylin coated material with molded plastic handle, and all the familiar Beany and Cecil TV characters in full color. Size: 13¼x14x5½ in.

**Includes the Following Extras:** six 45-rpm popular records, and a handy matching blue and white record carrying case.

48 T 7506—Phonograph, Records, Carrying Case. Wt. 11 lbs. 8 oz. $24.44
48 T 7507—4-Speed Phonograph Only. Ship. wt. 9 lbs. 8 oz. . . . 21.44

## Deluxe Carrying Case With 15 Records

(5) **Luxurious Vinyl Case** with colorful patent leather finish for good listening galore! 15 records feature Walt Disney and other well-known favorites presented in story and song by popular artists. Case about 8¾x5¼x8¼ in., will hold up to 50 records.

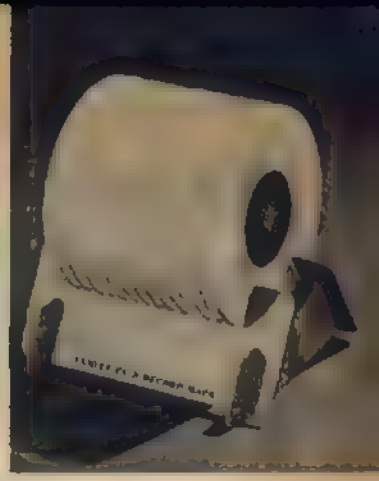
48 T 9124—Case with Fifteen 78-rpm Records. Ship. wt. 1 lb. 12 oz. . $4.77
48 T 9125—Case with Fifteen 45-rpm Records. Ship. wt. 1 lb. 12 oz. . 4.77
48 T 9126—Vinyl Record Case Only. Shipping wt. 1 lb. . . . . 1.99

## Treasure Chest of Children's Records

(6) **20 Records With Carrying Case.** A treasury of listening pleasure for young music-lovers from tots to teens. Includes wonderful stories and songs from Walt Disney and other popular shows performed by favorite artists. Twenty records in corrugated board carrying case (7½x7¼x7¼ in.) that will hold up to 100 records.

46 W 9122—Case with Twenty 78-rpm Records. Ship. wt. 1 lb. 14 oz. $3.77
46 W 9123—Case with Twenty 45-rpm Records. Ship. wt. 1 lb. 14 oz. . 3.77

**Save This Catalog! All Wards Toys Can Be Ordered Until October 1, 1963. It's Easy to Charge Your Christmas Toys at Wards—See Page 227.**



GOODY SAYS

## Every Child will Love 'Em!

# Tunes for Tots

(7) **Christmas Songs.** Favorite carols and holiday tunes. The Night Before Christmas, A Hap-Hap-Happy Christmas From Yogi Bear, Jingle Bells, Silent Night, Santa Claus Is Coming to Town, Rudolph the Red-Nosed Reindeer, Little Drummer Boy, and other tunes youngsters love.

48 T 7510—Seven 78-rpm Records.
Shipping weight 1 lb. . . . . Only $1.79
48 T 7511—Seven 45-rpm Records
Shipping weight 1 lb. . . . . Only $1.79

(8) **Rack With 12 Records.** Songs from Disneyland and others that children love to hear and sing, in a sturdy rack that will hold 27 records. Includes such favorite tunes as Sleeping Beauty, Tonka, Swiss Family Robinson, Hoagy Carmichael's Small Fry, Lazy Bones, and others.

48 T 7512—Twelve 78-rpm Records with Rack. Ship. wt. 1 lb. 12 oz. . . . . $2.77
48 T 7513—Twelve 45-rpm Records with Rack. Ship. wt. 1 lb. 12 oz. . . . . $2.77

(9) **Popular TV Songs** from tiny fans' favorite programs, performed just the way children know them. Seven records with songs from: Bozo, Popeye, Captain Kangaroo, Romper Room, Bugs Bunny, Huckleberry Hound, and Yogi Bear. Children will love their own copies of TV favorites.

48 T 7514—Seven 78-rpm Records.
Shipping weight 1 lb. . . . . Only $1.79
48 T 7515—Seven 45-rpm Records.
Shipping weight 1 lb. . . . . Only $1.79

(10) **Treasured Nursery Songs**—every child's favorites. Seven records include: Farmer In The Dell, Old King Cole, Old MacDonald Had A Farm, Happy Birthday, Alphabet Song, Do-Re-Mi, Alouette, I'm A Little Teapot—and more. A tuneful addition to a child's collection!

48 T 7516—Seven 78-rpm Records.
Shipping weight 1 lb. . . . . Only $1.79
48 T 7517—Seven 45-rpm Records.
Shipping weight 1 lb. . . . . Only $1.79

## NEW Playskool Transistor Phonograph $21.88

(11) **Magic Phono** is designed for "learning while listening." Pre-schoolers can operate it all alone—no exposed parts, outlets. Starts when record is inserted, stops when record is removed. Plays 7-in. records (45 or 33⅓-rpm). Blue and white plastic. Needs 4 "D"-cell batteries. Demonstration record incl

48 T 7518—Ship. wt. 6 lbs. 10 oz. . . . . $21.88
48T2339X—"D"-cells. Wt. 4 oz. Ea. 18c; 4 for 60c

**Mother Goose Sound Stories.** Set of two 33⅓-rpm Records.

48 T 7519—Ship. wt. 3 oz. . . . . $1.29

**Look and Listen.** Set of two 33⅓-rpm Records with 2 hard-cover books.

48 T 7520—Ship. wt. 8 oz. . . . . $1.66

See vivid color scenes "come alive"

# 3-D VIEW-MASTER

## Lighted Viewer with Cartoon Show

Complete Outfit **$5.88**

No need to hold viewer up to sunlight or lamp . . just touch the full-length lightbar and scenes are brightly and evenly lit. A flip of the lever changes scenes. High-impact plastic. With batteries.

**Lighted Stereo Viewer with Cartoon Show.** Favorite Hanna-Barbera characters in lifelike 3-D! See Huckleberry Hound, Yogi Bear, Quick Draw McGraw, the Flintstones and Top Cat. Seven fun-filled reels . . 49 full color 3-D scenes. In attractive box.
3 N 9757—Shipping weight 2 pounds 8 ounces . . . . . $5.88

**Lighted Stereo Viewer only.**
3 N 9765—Shipping weight 1 pound 4 ounces . $3.59

NOTE Scenes from "Bambi" and "Sleeping Beauty" ©Walt Disney Prod. Scenes of Fred Flintstone, Yogi Bear and Top Cat ©Hanna-Barbera Prod.

## Enjoy thrilling full-color 3-D scenes View-Master Stereo Viewer

With one 7-scene reel **$1.54**

At this low price, you can buy one for every child on your list. Even littlest ones can use it . . they just drop in reel, flip lever to change scenes. Made of high-impact plastic.

Special 7-scene reel included
3 N 9755—Shpg. wt. 8 oz. $1.54

Viewer, 7-scene reel, *plus* 3 reel packet, "Casper, the Friendly Ghost."
3 N 9754 Shpg. wt 12 oz. $2.79

## Get Stereo Viewer *plus* 7 fun-packed Disney Cartoon Reels

Complete Outfit **$3.69**

Cartoon fun with favorite Disney characters even when the TV is off or Mom and Dad want to watch their own program. Packed in colorful box with viewer are 7 reels (49 stereo scenes) with Donald Duck, Mickey Mouse, Bambi, Snow White and pictures from Disneyland's Tomorrowland Fantasyland, Adventureland. Colorful box.

Shipping weight 1 pound 2 ounces
3 N 9766 . . . . . $3.69

## 140 colorful scenes, Projector Walt Disney Cartoon Theater

**$8.88**

Project bright pictures in attractive screen. 10 special reels give you 140 two dimensional scenes. 30 watt h.lb. 4 reels for vivid portraits. With 10 reels of Donald Duck, Mickey Mouse, Sleeping Beauty, Bambi, 101 Dalmatians, Peter Pan, Pinocchio, Snow White, Pluto, Goofy, Lady and the Tramp. 110-120-v, 60-c AC DC. Colorful box.
3 N 9767—Shipping weight 4 pounds. . $8.88

## Give enchanting Disney fun 14 Stereo Reels, Better Projector

**$12.88**

Get the better View Master projector (described at right) 14 reels (98 scenes), portable screen—packed in special Christmas box. Favorite Disney characters for stereo viewing on viewers above) or vivid color projection in 2 dimensions. Includes Bambi, Mickey Mouse, Pluto, Zorro, Fantasyland, Frontierland, Adventureland, Tomorrowland, Toby Tyler and Goofy.
3 N 9772—Shipping weight 5 pounds $12.88

## Project large color scenes

Better projector shows brilliant color scenes in 2 dimensions. Compact styling. Extra-sharp 3-inch f.3 lens and 30-watt lamp. Touch lever to change scene. Plastic case. 110-120-volt, 60-cycle AC-DC. UL listed.
3N9762-Wt. 3lbs. **$9.65**

Extra 30-watt Lamp.
3N8680-Wt. 8 oz. 89c

## Projection Screen

Watch View Master scenes brilliantly and clearly. Project them onto screen with glass beaded surface. Hang screen on wall or stand on table top with sturdy wire support. Roll it up for storage. 24x24 inches. Metal rollers.

Shipping weight 3 lbs.
3 N 6506 . . . . $2.66



NOTE, Huck Hound, Flintstones, Top Cat, Quick Draw McGraw, Yogi Bear and Boo Boo Reels not for projectors

# View-Master Packets

A ticket to the wonderful worlds of make-believe, science, travel, and beauty

Each View-Master title below is one packet of 3 reels (21 full-color 3-D scenes). Titles marked (*) include a delightful story folder *State title number. Postpaid.* (Shipping weight 3 ounces.)

3 N 9750F — Each packet $1.25

### NEW RELEASES

B316–Sword in the Stone*
B317–Goldilocks*
B519–Deputy Dawg*
B518–Bertie Bailey*
B521–Cartoon Carnival*
B583–Flash Gordon*
B790–War Between the States*

### CHILDREN'S FAVORITES

B512–Huckleberry Hound*
B514–The Flintstones*
B532–101 Dalmatians*
B535–Casper, the Ghost*
B515–Bullwinkle*
B513–Top Cat*
B531–Bugs Bunny*
B178–Disneyland Fantasyland
A177–Adventureland
A179–Tomorrowland
A176–Disneyland-Frontierland
A175–Disneyland-Main Street
B474–Lassie and Timmy*
B400–Bambi*
B525–Donald Duck*
B375–Babes in Toyland*
B534–Quick Draw McGraw*
B516–Popeye*
B300–Snow White*
B313–Cinderella*
B308–Sleeping Beauty*
B361–The Wizard of Oz*
B700–FBI Agent*
B310–Little Red Riding Hood*
B360–Alice in Wonderland*
B528–Mickey Mouse*
B412–1 2 3-Farm*
B519–Woody Woodpecker*
B511–Tom and Jerry*
B526–Mighty Mouse*
B372–Peter Pan*
B410–Mother Goose Rhymes*
B617–Children's Zoo*
B411–ABC Circus*
B370–20,000 Leagues*
B314–Jack and the Beanstalk*
B425–Heidi*
B475–Roy Rogers*

### RELIGIOUS, CHRISTMAS

B383–Christmas Story*
B382–Night Before Christmas*
B875–Birth of Jesus*
B870–Rudolph Shines*
B381–The Littlest Angel*
B380–A Christmas Carol*
A660–Santa's Workshop*

### SCIENCE AND NATURE

B657–U.S. Man in Space*
B612–Wonders of the Deep*
B656–Moon Rockets*
B614–World's Wild Animals*
B649–Prehistoric Animals*
B581–Secret From Space*
B618–African Wild Animals*
A188–Marineland of Pacific*
B615–Strange Animals*
A964–Marine Studios-Florida*
B611–Wild Birds*

### SCENIC U.S.A.

A361–Grand Canyon
A306–Yellowstone Park
A790–Washington, D.C.*
A813–Williamsburg, Va.
A812–Mount Vernon
A655–Niagara Falls
A120–Hawaii*
A122–Hula Dancers
A376–Carlsbad Caverns
A171–Yosemite Park
A172–San Francisco
A649–New York City
A651–United Nations
A487–Mount Rushmore
A889–Smoky Mountains
A170–California*
A101–Alaska*
A961–Cypress Gardens
A181–Los Angeles
A486–Black Hills
A235–Knott's Berry Farm*
A884–Rock City Gardens
A652–Rockefeller Center
A966–Florida*
A182–Redwood Highway
A351–Chicago
A967–Water Ski Show
A322–Rocky Mountain Park
A962–Silver Springs, Fla
A963–Miami, Florida
A876–Lookout Mountain
A727–Cape Cod
A855–Blue Ridge Parkway
A156–Las Vegas
A307–Grand Teton Nat'l Park
A320–Colorado*
A363–Painted Desert
A965–Parrot Jungle
A271–Mt. Rainier Nat'l Park
A321–Pikes Peak
A174–Sequoia National Park
A326–Wisconsin Dells
A846–Mammoth Cave
A245–Oregon*
A811–Shenandoah Nat'l Park
A396–Glacier National Park
A946–New Orleans
A891–Cherokee Indians
A360–Arizona*
A449–Ozark Mountains

### WORLD TRAVEL

B901–Wonders of the World*
B262–Japan*
C029–Rome
A004–Banff, Canada Rockies
B252–Bali*
C166–Paris
B244–Burma*
B002–Mexico City
B246–Bangkok*
A013–Victoria, B.C.
A012–Vancouver, B.C.
C277–London
B274–Philippines*
B288–Australia
B208–Turkey*
B140–Egypt*

7-reel Pak
$2.19

Each group of titles below is 1 packet of 7 reels (49 scenes) in vivid 3-D color Choose from 14 titles. *State title number.* Shpg wt. 9 oz.
3 N 9776F–Packet...$2.19

007–Huckleberry Hound Hall of Fame
008–Disney Cartoons
012–Furry Tales
009–Disney Fairy Tales
015–U.S. Man in Space
016–Disneyland
013–Classic Stories
004–Scenic West
010–Beginner's Bookshelf
017–World's Animals
002–Faraway Places
003–Scenic East
018–Nature Subjects
001–World's Cities

## "Tour" lands, get souvenirs, too

Each packet has 3 reels . . 21 stereo views of the most important, interesting sights. Sturdy collector's folder has genuine stamp, coin, full color flag replica, national anthem, map, and history. *State title number* Postpaid (Shpg wt 4 oz.)

| | |
|---|---|
| A996–U.S.A. | B156–England |
| B224–Israel | B178–Vatican |
| B193–Germany | B190–Holland |
| A090–Canada | B001–Mexico |
| B180–Italy | B190–Austria |
| B177–France | B171–Spain |
| B185–Switzerland | B235–India |
| B251–Hong Kong | B151–Sweden |

3 N 9777F–Packet...$1.25

## See your favorite cartoon friends

$3.66 with 1 reel

**Argus Action Movie Viewer.** See the Flintstones in laugh a minute antics, just by turning crank! Shows 25-ft. 8mm cartoon comedies. Needs no batteries or power cord—works in any normally lighted room. Simple enough for a small child to thread and run. With 25-ft. black white Flintstones cartoon. Boxed.
3 N 9774–Shpg. wt. 2 lbs. 8 oz. $3.66

## Columbia Films for above

Approx. 25 ft. 8mm black and white *State title number*
3 N 9775F–Shpg. wt. 4 oz. $1.09

| Subject | No. | Title |
|---|---|---|
| Popeye | BA1 | Popeye's Pool |
| Money | BA2 | Spook Spook |
| Joe | BA3 | Popeye the Sailor |
| Ca | BA4 | Goofy and Ike |
| Mr. | BM | Ragtime Bear |
| Mor.se | BM2 | Trouble Indemnity |
| 3 | BS1 | Grins and Groans |
| Stooges | BS2 | Hold That Lion |

## Dust-free View-Master Library Box

Your viewer and reels will stay clean and orderly when you store them in this extra-strong, styrene-plastic box. Holds viewer and about twenty 3-reel packets (60 reels). Attractive 2-tone brown and beige. 8½x5x5 inches high. Viewer and reels not included.
3 N 9770—Shipping weight 1 pound 8 ounces. . . .$1.99

## Kids love their own 8mm Movies

$7.77

$22.88 CASH NO MONEY DOWN

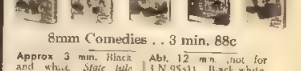
### Hand-operated "Movie Theater"

Show 3-minute movies. 45-rpm record announces showtime, plays old-time music. Collect admission tickets. Screen built into plastic case

Includes two 25-ft. black-and white films, 50-ft. reel, batteries, record, tickets, manager's card. Shipping weight 3 pounds.
3 N 9531 — $7.77

### All-electric Movie Outfit

Easy to thread, fun to operate. Big, bright pictures with 150-watt lamp. Blower cooled. Rapid rewind. Vertical-tilt device, framer, on-off switch. All metal UL-listed 110-120-volt, 60 cycle AC. Table top screen, 200-ft. (15 min.) empty reel. Order films at right.
3 N 9296–Wt. 8 lbs. *$4 month*... Cash $22.88



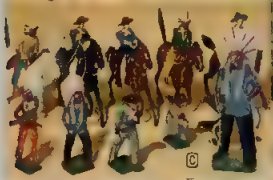
## 8mm Comedies . . 3 min. 88c

Approx 3 min. Black and white *State title number* Shpg wt 4 oz.
3 N 9789F — 88c

| Subject | No. | Title |
|---|---|---|
| Popeye | P4 | Shuteye Pa |
| | P5 | Popeye the Sailor |
| Betty Boop | B3 | Western Chickies |
| | B4 | Toyland |
| Our Gang | O4 | Challenge |
| | O3 | Dog Pals |
| Kitty Kat | K3 | Goes North |
| | K4 | In Love Again |
| Laurel Hardy | L3 | Accidents |
| | L5 | Next Morning |

Abt. 12 min. shot for
3 N 9531 Black white *State title number* Wt 8 oz.
3 N 9790F — $3.99

| Subject | No. | Title |
|---|---|---|
| Popeye | P1 | Popeye vol. |
| | P2 | Popeye vol. II |
| Betty Boop | B | Betty Boop, v |
| | B2 | Betty Boop, V. II |
| Our Gang | O | Our Gang v |
| | O2 | Detectives |
| Kitty Kat | K | Kitty Kat V |
| | K2 | Kitty Kat v |
| Laurel Hardy | L | Pardon Us part |
| | L2 | Pardon us part |

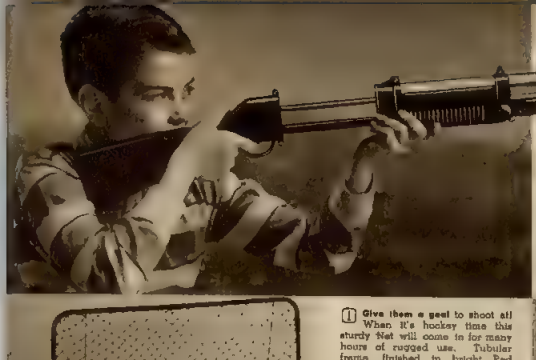


KNIGHTS AND CASTLE PLAY SET All Figures Hand Painted 4.49 D

Double Holster Set E 1.93

Double Holster Set 2.77

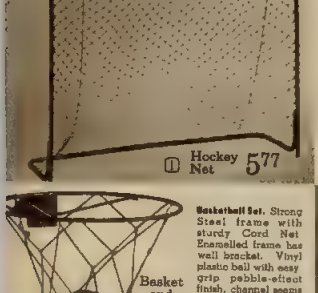
Use Your Credit at EATON'S—NO DOWN PAYMENT. See pages 292, 293.



# RIGHT ON TARGET!

**Repeating Pump Gun to test your skill** 3.98

Set up the barrels, load the rifle and aim for fun! Repeating Pump Rifle lets you test your aiming skill. Comes complete with six Plastic barrel targets, six Plastic balls. Gun has Black Plastic stock and 14-inch Aluminum barrel. Holds all six balls at one time, shoots by pump action. An action-packed gift choice for any boy!
**027-R 3547.** ..... **3.98**



(1) **Give them a goal** to shoot at! When it's hockey time this sturdy Net will come in for many hours of rugged use. Tubular frame, finished in bright Red enamel, holds heavy-duty string net. Over-all measurement about 48 by 36½ by 15 inches
**027-R 6607.** ..... **5.77**

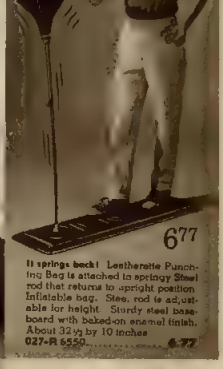
(2) **It shoots plastic darts.** Astro Ray Gun of strong Red and White Plastic, 10 inches long, with adjustable flashlight ray beam. Six plastic suction darts and 12½-inch diameter, double-sided metal target. Two "C" size batteries and bulb included
**27-R 3158.** ..... **3.99**

Hockey Net 5.77

(2) ASTRO-RAY GUN Battery Operated 3.99

Basket and Ball 3.98

**Basketball Set.** Strong Steel frame with sturdy Cord Net. Enamelled frame has wall bracket. Vinyl plastic ball with easy grip pebble-effect finish, channel seams and inflating tube. Needle type valve. Basket about .8 in diam., ball about 7 ins.
**027-R 6551.** Set **3.98**



6.77

**It springs back!** Leatherette Punching Bag is attached to springy Steel rod that returns to upright position. Inflatable bag. Steel rod is adjustable for height. Sturdy steel baseboard with baked-on enamel finish. About 32½ by 10 inches
**027-R 6550.** ..... **6.77**

Football and Helmet 3.69

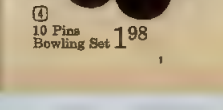
Designed for fun on the "little league Gridiron". Grained-finish Vinyl Football about 8½ inches long. Rigid Plastic Helmet has rugged Polyethylene face-guard for protection in play, adjustable leather chin strap and head harness
**27-R 3107.** ..... **3.69**

(3) 3.98

(3) **"Popeye" Punching Bag.** Gives children hours of fun and laughter as they exercise. Tough Vinyl Plastic bag is weighted so that it reverts to an upright position after being hit. Height about 49 inches.
**27-R 2115.** ..... **3.98**

(4) **Headed for a strike.** Bowling Set provides hours of indoor fun, includes ten pilent Plastic pins, about 10 inches high, and two Plastic balls, about 4¼ ins. diam. Spotting sheet to position pins.
**27-R 2060.** ..... **1.98**

16 EATON'S



(4) 10 Pins Bowling Set 1.98

*Descriptions of items on opposite page*

(A) to (C) **"Britains"** colourfully detailed Toy Sets . . . long-time favourites with children. Sturdy Metal construction, hand-painted for realism and authenticity.
**27-R 3160.** Life Guards and Hussars (A). Nine figures **3.69**
**27-R 3159.** Grenadier Guards (B). Fifteen figures... **3.69**
**27-R 3170.** Combination Offer Sets (A) and (B)... **6.98**
**27-R 3161.** Cowboys and Indians (C). Ten figures **2.98**

(D) **Knights and Castle** Play Set. Plastic castle measures about 8½ by 12 inches, has five turrets, three flags, workable drawbridge, sight trees, catapult. Four knights on horseback, twelve fighting knights. Hand-painted figures measure 1½ to 2 inches high.
**27-R 3162.** With colourful play surface mat... Set **4.49**

(E) **Double Holster Set.** Red and white leather holster with western motif holds two 8-inch metal guns with plastic grips. Adjustable belt with plastic bullets, bullet clip.
**27-R 3133.** Repeater action guns fire caps ..... **1.93**

(F) **Double Gun and Holster Set.** Black leather holsters with leg ties and 4-hole belt with printed white design, metal conchos, large Western-style buckle. Has six bullet holders, six plated plastic bullets. Two 8-inch metal cap pistols have white plastic handles, side opening for loading caps.
**27-R 3163.** **2.77**

(G) **To keep law and order!** Junior Sheriffs and deputies will love this 4-Gun Set that includes metal derringer, about 3 inches long; pair of matching 8-inch repeating six-guns with embossed barrels, handsome two leather holsters with metal conchos and red stone decoration; adjustable cream-coloured leather belt; hand cuffs; spurs and 26-inch plastic tipped toy rifle with metal firing mechanism
**027-R 3130.** All guns fire caps **3.98**

(H) **Have gun will travel** official C.B.S. TV Holster Set includes two 8-inch cap-shooting, repeater six-guns in bright metal finish with simulated stag butt handles; Black split-leather holsters with "Paladin" design printed in white; belt with western style buckle; six plastic bullets and 3-inch derringer with wrist strap. Paladin wallet complete with play money, calling cards, Photo of Paladin.
**27-R 3136.** Complete three-gun outfit ..... **3.88**

(J) **"Rawhide" 4-Gun Set.** Two 11-inch repeating cap guns with revolving bullet chambers, simulated stag butts. Tilt-out split-leather holsters with leg ties; cap-firing derringer and miniature six-gun in plastic holders; leather belt with buck adjustment
**27-R 3132.** A sure-shooting Christmas buy! ..... **4.98**

(K) **Daisy "Lawman"** smoke and bang Rifle. New 2-way lever cocking action. Produces loud bang, harmless smoke. Metal barrel and working parts. Strong Plastic simulated wood fore-end and stock
**027-R 3545.** "Spittin' image" of Winchester 94.. **6.98**

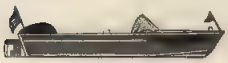
(L) **Daisy Super Play Rifle** goes off with a loud bang, **releases** harmless smoke. "Muzzle blast chamber" Mete. barrel in gun-metal finish. Wood stock
**027-R 3543.** About 28 inches long. ..... **2.98**

(M) **Daisy Cheyenne Singin' Rifle.** Built-in bullet whine. Metal barrel, fore-end, plastic stock; lever-action loading.
**027-R 3541.** About 31½ inches long..... **5.79**

(N) **Authentic Training Rifle** loads and ejects play bullet by bolt-action, features adjustable rear sight, shoulder strap, metal repeating cap-firing mechanism and ejector.
**027-R 3138.** About 30¾ inches long **2.98**

(O) **"Shootin' Shell"** Winchester Rifle. Shoots plastic bullets, ejects metal shells. Lever action cocks hammer for each shot. Also fires caps. Sturdy Plastic with simulated wood stock, metal working parts. Package shells included.
**027-R 3546.** About 26 inches long ..... **3.93**

# Excellence on the drawing board



THE PALVO/15′

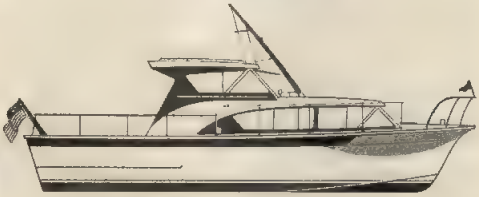
THE SUN SLED/17′

THE RESORTER/16′

THE CORONADO/21′

THE SABRE/18

THE RAVEN/19′



THE EL DORADO CUSTOM/33′

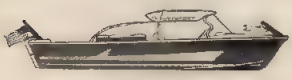
THE CLIPPER/26′

THE CLIPPER/29′

## THE MAGNIFICENT CENTURY

You have only to see a Century to appreciate why it is called "Thoroughbred." The flowing lines of hull design, the gleaming sweep of decks, the exquisitely appointed interiors—all combine to create a look of lasting beauty, unmatched in any boat. But, to understand the real meaning of Thoroughbred you have to ride a Century and experience its performance. The graceful hull glides through all waters smoothly, evenly, quietly. The spacious decks and luxurious interiors express well-groomed beauty. As the years go by, you appreciate even more the qualities of durability, stamina, and stability that distinguish Century Thoroughbreds from all others. In its more than 100 years of cumulative boat-building experience, Century has developed and perfected this champion breed of boats. The naval architect's science and the craftsman's sure skills form the basis of Century boat-building superiority. Insistence on rugged mahogany—still the most respected ship-building material ever known —is another vital element that makes a Century boat a Thoroughbred. Even "little things" have big meanings. For example, the mirror-smoothness of a Century's

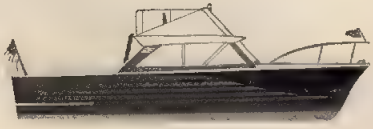
# that proves itself on the water



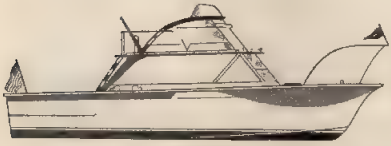
THE RESORTER/19'

THE RESORTER/17'

THE RAVEN/22'



THE RAVEN/26'



THE VENTURER/29'

THE GULFSTREAM, 29'

45' MOTOR YACHT

## THOROUGHBRED FLEET FOR '63

hull is the result of more than 12 separate sanding and varnishing operations. This seals the wood better, provides a sound base for finishing that means *lasting* beauty. Another example—Century uses silicon bronze screws that keep the hull stronger-sturdier over the years, that will last the life of the boat itself.

It is this dedication to quality and craftsmanship that *now* enables Century to offer on every boat in the thoroughbred fleet:

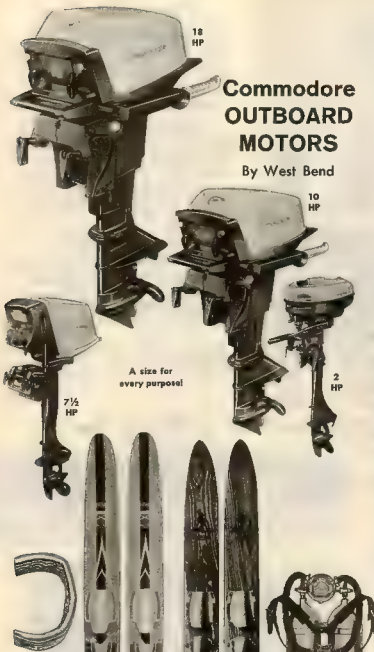
**THE MOST COMPREHENSIVE GUARANTEE IN THE FIELD.**

SEE THE CENTURY OF YOUR CHOICE AT THE NEW YORK BOAT SHOW—THEN VISIT THE CENTURY SHOWROOM NEARBY AT BROADWAY AND 61ST STREET. FOR COMPLETE CATALOG, WRITE CENTURY, DEPT. MB-3, 1860 BROADWAY, NEW YORK, N. Y.

Century

THE THOROUGHBRED FLEET

CRUISER DIV. SOLOMONS, MD. / RUNABOUT & SKIFF DIV. — MANISTEE, MICH.




## Commodore—New Concept in Outboards

**7½, 10 and 18-HP Commodores have all these features:**

- *New starting ease—exclusive "low-level" recoil starter*
- *New quietness—acoustically designed dent-proof fiberglass cover*
- *New convenience—all-in-one front control panel, remote fuel tank*
- *New durability—Lyfanite-impregnated aluminum castings and stainless steel underwater parts for maximum protection against salt, rust*
- *New smoothness—powerful 2-cylinder water-cooled engines*

**18-HP MOTOR.** Forward, neutral, reverse gearshift. Twist-handle speed control. Three-position handle folds for carrying, storing. Indestructible nylon bearings. Remote control linkage. Specs below.
**81-0770 D30000** Shipping weight 105 lbs. ..... $400.00

**10-HP MOTOR.** Made for fishing! Full gear shift. Speed control on handle leaves 1 hand free for trolling. Big 4½-gal remote tank. 3-position handle for easy transportation. Only 59 lbs. Specs below. Shipping weight 100 lbs.
**81-0788 D26250** ..... $350.00

**7½-HP MOTOR.** A punch-packing compact power plant that's ideal for car-trunk hauling ... only 47 lbs.! Forward-neutral gear shift. 360° pivot for full reverse. 2-position handle. See specs below
**81-0796 D18000** Shipping weight 70 lbs. ..... $240.00

**2-HP MOTOR.** 28 lbs. ... just a comfortable handfull .. but it's loaded with power! Air-cooled for clean running in sandy, silty water. 360° pivot. Tough nylon propeller. Built-in fuel tank. See specs below. Shipping wt. 34 lbs
**81-0804 D10125.** ..... $135.00

*Freight; from Wisconsin. Allow 10 days for delivery.*

| | 18-HP—4750 rpm | 10 HP—4000 rpm | 7½ HP—4500 rpm | 2 HP—4000 rpm |
|---|---|---|---|---|
| No. Cylinders | 2 | 2 | 2 | 1 |
| Piston Displacement | 19.96 cu. in. | 17.72 cu. in. | 11.97 cu. in. | 3.76 cu. in. |
| Bore & Stroke | 2⅛" x 2.140" | 2⅛" x 2" | 2⅛" x 1⅜" | 1¾" x 1⅝" |
| Type Gear—Gear Ratio | Spiral Bevel 14:23 | Zerol Bevel 14:23 | Zerol Bevel 14:23 | Zerol Bevel 14:21 |
| Propeller (Diam. & Pitch) | 8.5 x 8.5 | 8.5 x 8 | 8 x 8 | 6.5 x 4 |
| Engine Cooling | Water Pump | Water Pump | Water Pump | Air Cooled |
| Net Weight | 64 lbs. | 59 lbs. | 47 lbs. | 28 lbs. |
| Fuel Capacity | 4½ gal. | 4½ gal. | 2½ gal. | 5 pts. |
| Starter Method | Low-level automatic rewind starter | Low-level automatic rewind starter | Low-level automatic rewind starter | Automatic Rewind Starter |
| Type of Reverse | Full gearshift, Forward, Neutral and Reverse | Full gearshift, Forward, Neutral and Reverse | 360° Pivot, Forward and Neutral | 360° Pivot |
| Speed Control | VISI-TWIST Speed selector | VISI-TWIST Speed selector | Push-pull lever | Lever type |
| Silencing | Neoprene and Coil suspension Fiberglass Cover | Neoprene and Coil suspension Fiberglass Cover | Neoprene and Coil suspension Fiberglass Cover | No |
| Adaptable for Remote Controls | Yes | No | No | No |

[1] **Surfwood Slalom Ski Set.** Competition quality—precision balanced for smooth planing, maximum speed, easy handling. Warp-resistant 7-ply ash construction, inlaid with mahogany stripe. Soft, comfortable LeSabre bindings adjust quickly, lock securely with polished hardware. Slalom binder has shpproof inlays for easy maneuvering. Aluminum fins. 7" wide, 68" long. Set includes polyethylene tow rope and kapok-filled ski belt.
**81-1042 C2449** Ski Set. Wt. 18 lbs. *Freight or Express.* ..... $36.95

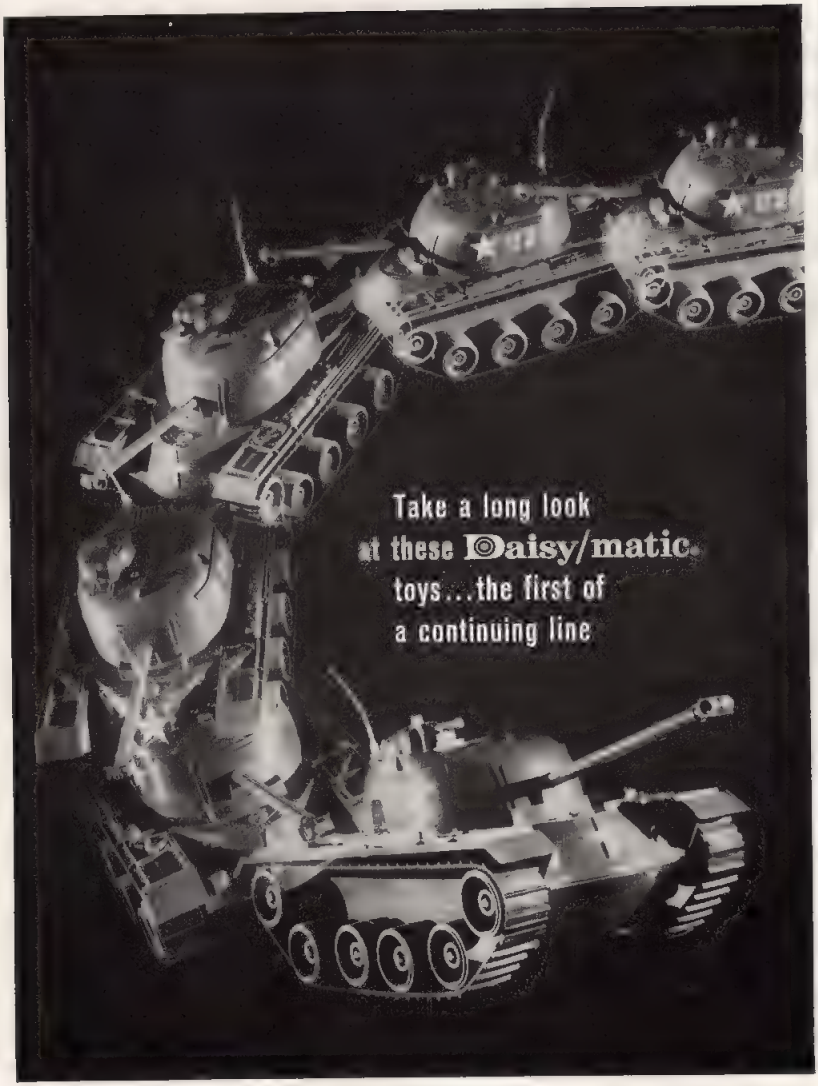
[2] **Adolph Kiefer Slalom Skis.** A tremendous value! Made by one of the most celebrated names in water skiing. Banana tapered shape for higher speeds and split-second maneuverability. Solid ash; clear finish. Adjustable rubber binding. With extra fin for slalom use. 6" wide, 66" long.
**81-1034 C1699** Banana Skis. Wt. 15 lbs. 8 oz. *Freight or Express* ....$24.95




[3] **Healthways Scuba Twin Lung.** Finest, most dependable underwater breathing apparatus you can buy! Made of stainless steel, monel and brass. Scuba deluxe regulator has built-in depth compensated automatic air reserve, pressure compensated exhaling valve, neoprene high-test air hose. Complete outfit consists of two 71.2 cu. ft. galvanized tanks (2-hour capacity), 2 high pressure valves, yoke assembly and harness. Unconditional 2-year guarantee against defects in materials and workmanship. From Ill. *Ext. or Exp.*
**81-0291 D12195** Twin Lung. Shpg. wt. 80 lbs. ..... $182.50
**81-0267 D7667** Single Lung. Above with 1 tank. Wt. 45 lbs.... 115.00

[4] **Ski Speedometer.** Attaches directly to ski just forward of binding. Measures waterflow speed. Easy-to-read white numerals on black dial. Gives accurate speeds to 60 mph. Rust- and corrosion-proof in salt or fresh water.
**81-1182 B297** Ski Speedometer. Shpg. wt. 12 oz. ..... $4.49

[5] **Braided Polyethylene Ski Tow Rope.** Safe, strong, long-lasting. Has tensile strength of 1000 lbs. It floats—it's easy to pick up. Non-spriney—no perks. Non-absorbent—stays light, pliable. Won't rot or mildew. Comfortable "soft-as-silk" handle. Chambered Dylene float. 75-ft. long.
**81-1125 B269** Rope with one handle. Shpg. wt. 1 lb. 4 oz.. .. .....$4.49
**81-1216 B323** Rope with 2 handles for slalom. Wt. 1 lb. 8 oz.... .. 5.39


Take a long look
at these Daisy/matic
toys...the first of
a continuing line

## *These rugged toys from Daisy are "Spittin' Images" of the real things . . . all multi-action, battery-powered. Sell one, and they'll be back for the others!!!*

Selling the first DAISY/matic's a breeze . . . "Spittin' Image" styling goes straight to a boy's heart. From then on, it's even easier, because the *parents* keep coming back for more. Take our word for it: every one of these bruisers lives up to DAISY's reputation for quality. Every one can take all the rough and tumble a gang of hard-playing kids can dish out. Parents also welcome these DAISY/matic toys because they interest, occupy, amuse and instruct. Start stocking this new line now. Put 'em up front where the traffic is. You'll find out in a hurry what a great selling job they can do for you . . . all year 'round.

**DAISY/matic Cement Mixer Truck . . .** Model 61. Barrel revolves and mixes. Automatically dumps. Runs straight, backs, circles. Motor flashes. 13½" long, with chute extended. Retail, $5.98

**DAISY/matic Rapid-Fire Army Tank . . .** Model 64. Shoots caps automatically as it advances. Smoke belches from barrel. Length, 10½". Retail, $4.98

**DAISY/matic Dump Truck . . .** Model 62. It dumps . . . its engine clacks and flashes . . . it moves forward . . . reverses . . . runs in circles. 12" long. Retail, $5.98

**DAISY/matic Highway Tow Truck . . .** Model 63. 11½" wrecker's emergency light flashes. Winch raises, lowers. Truck runs in circles, goes straight, or reverses. Retail, $5.98

**DAISY/matic Tractor-Trailer . . .** Model 60. Spouts smoke like a real farm diesel! Steering wheel turns the rig. Flip a switch and it rolls forward . . . again, and it reverses. 20", with trailer. Retail, $6.98

## *"Spittin' Image" Daisy/matic toys are made of high-impact plastic and metal. All operate on standard flashlight batteries.*

**Daisy**
TOY DIVISION

See your jobber for details, or write:
DAISY MANUFACTURING COMPANY/Toy Division
Dept. DML/Rogers, Arkansas (In Canada . . . Preston, Ontario).

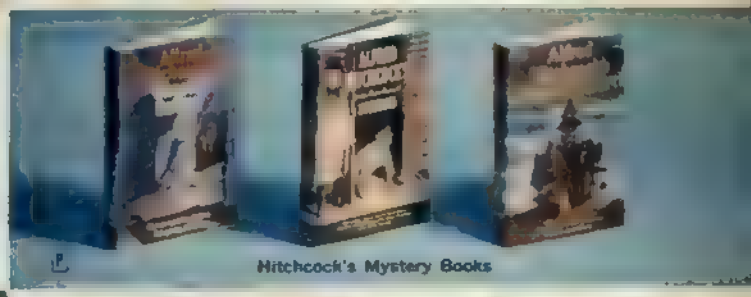
Dr. Seuss's
ABC
New
HOP ON POP
New
A
Beginner Books

Barbie
Barbies
Barbie
Barbie
L
Barbie—America's Favorite Doll

Riddles
I
Beginner Books

For Boys
For Girls
N
Classic Stories for Children

Dr. Seuss's
SLEEP BOOK
C
Favorite Dr. Seuss Books

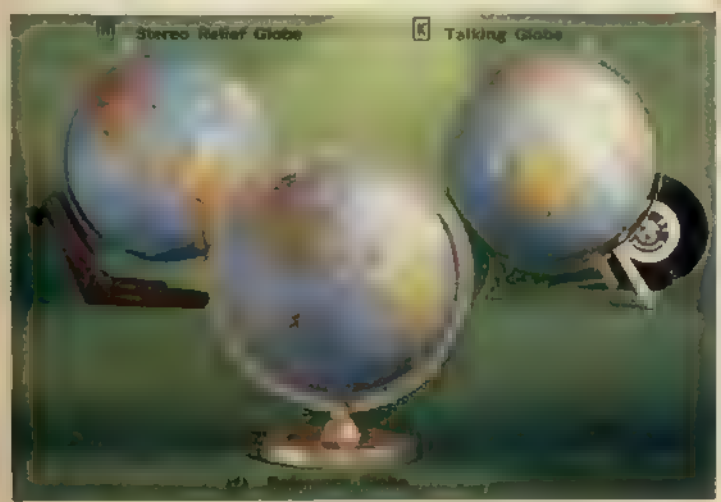

P
Hitchcock's Mystery Books

D
I Can Read Books

FBI STORY
Baseball
INDIAN
R
S
T
V
Special Gift Editions

E
G
True History Stories

W
X
True-to-Life Books


H
Stereo Relief Globe
K
Talking Globe

Y
16-Volume Golden Encyclopedia

# Lasting Pleasure from the world of books

## fun-to-read books for beginners

[A] **BEGINNER BOOKS FOR AGES 4 TO 7.** Books—specially written for beginners—to read by themselves. Every book has a 50 to 150 word reading vocabulary. Limited vocabulary, bright pictures and funny stories will help beginners discover the fun of books and reading. Books by such famous authors as Dr. Seuss, P. D. Eastman, Robert Lopshire. Books 1, 7, 8 are by Dr. Seuss. Titles: 1 Hop on Pop, 2 Put Me in the Zoo, 3 Are You My Mother?, 4 Ten Apples on Top, 5 Snow, 6 Go Dog Go, 7 Green Eggs and Ham, 8 Dr. Seuss ABC. State title number-and-name.
X 643-3288 B—Shpg. wt. 1 lb. ea. ..... Each 1.47

## illustrated stories for beginners

[B] **BEGINNER BOOKS AGES 5 AND UP.** Specially written for the beginning reader with a 150-280 word vocabulary. By such famous authors as Dr. Seuss, P. D. Eastman, and Mike McClintock. Children can read these books all the way through by themselves and be entertained. They will be rewarded with a wonderful story and a sense of accomplishment. Colorfully illustrated. Books 2, 3, 4 by Dr. Seuss. Titles: 1 Little Black Hen Goes to Circus, 2 One Fish, Two Fish, 3 Cat in the Hat, 4 Cat in the Hat Comes Back, 5 Little Black-Pony, 6 Bennet Cerf's Riddles, 7 More Riddles by Bennet Cerf, 8 Kissed by a Seal. State title number-and-name.
X 643-3296 B—Shpg. wt. 1 lb. ..... Each 1.47

## learning can be fun with dr. seuss

[C] **DR. SEUSS BOOKS.** Let your children enter the zany world of Dr. Seuss. His imaginative verse and funny drawings have delighted thousands of children ages 5 to 9. Titles: 1 Sleep Book, 3 Yertle the Turtle, 4 Horton Hears a Who, 5 Horton Hatches the Egg, 6 On Beyond Zebra, 7 Scrambled Egg Super, 8 Sneetches, 9 How the Grinch Stole Christmas. State title number-and-name.
X 643 3304 B—Shpg. wt. 1 lb. 8 oz. ..... Each 2.23
10 I Saw It on Mulberry St., 11 The 500 Hats of Bartholomew Cubbins. State title number-and-name.
X 643-4062 B—Shpg. wt. 1 lb. 8 oz. ..... Each 2.23

## educator-approved reading books

[D] **I CAN READ BOOKS FOR AGES 4 TO 8.** An exciting way for youngsters to learn to read. A beginning reader series that is educator approved. Written by well-known authors and illustrators as Syd Hoff, Maurice Sendak, Mike McClintock. Each book combines color illustration and an interesting text in a manner that encourages children to read and enjoy new knowledge. Titles: 1 Danny and the Dinosaur, 2 Little Bear, 3 Stanley, 4 Fire Cat, 5 Happy Birthday Present. State title number-and-name.
X 643 3312 B—Shpg. wt. 1 lb. each ..... Each 1.47

## action-packed stories for boys

[E] **TRUE STORIES OF GREAT EVENTS IN WORLD HISTORY.** Set of three books at a low price—illustrated with 2-color drawings and photographs. Exciting moments and great leaders come to life for young readers. Includes "D-Day—The Invasion Story," "Pearl Harbor to Okinawa," and "Lawrence of Arabia." Each book is about 192 pages.
X 643-3338 A—Shpg. wt. 3 lbs. ..... Set of 3 3.57

[G] **TRUE STORIES OF AMERICAN HISTORY.** You would expect to pay more for this set illustrated with 2-color drawings and photographs. Exciting stories from our nation's past written especially for boys ages 9 to 16 years. Includes "Americans in Orbit"—the story of our astronauts, "PT 109"—J. F. Kennedy's war adventures, "Sink the Bismarck," 192 pgs. each.
X 643-3320 A—Shpg. wt. 3 lbs. ..... Set of 3 3.57

## globes for students of all ages

[H] **STEREO RELIEF GLOBE.** The whole world is at your fingertips. Feel and see the earth's mountains, hills, valleys—understand the contrasts that create climates, effect populations and boundaries. Up-to-date. Washable, inkproof in 10 colors—it has all the features of a smooth surface globe. 4,185 places named. Brushed brass-finished half-meridian mounted on sturdy walnut base of contemporary styling. With 32-page booklet, "Story of the Globe." 12-in. globe stands 15 in. high.
X 643-3502 A—Shpg. wt. 5 lbs. ..... 12.87

[J] **12 IN. COLUMBUS GLOBE.** A favorite reference globe for students. Popular 12-in. size. Bright washable 10-color map is carefully and accurately detailed. Shows about 6,000 places in their proper relationship. Large easy to read names. Numbered full meridian makes it easy to locate any place on the revolving globe. Mounted on metal base. Meridian and base are both finished in long lasting Orotone, a rich satiny gold-color surface. 32-page "Story of the Globe" booklet. 16 in. high overall.
X 643-3494 A—Shpg. wt. 8 lbs. ..... 6.97

[K] **"MR. WORLD" TALKING GLOBE.** New dimension added to globe-making. "Mr. World" detailed 12-in. globe comes with new 7-in. 33⅓ rpm record that gives 15 minute sound-and-story narration. Hear sounds of the earth plus a commentary by Lowell Thomas, Jr. Also includes a 32-page instruction book. Washable globe in 10 colors with thousands of place names. Gyro-matic globe revolves in any direction. 16 in. high.
X 643-3486 A—Shpg. wt. 5 lbs. 8 oz. ..... 6.17

## barbie—teenagers' newest heroine

[L] **THREE BRAND NEW ADVENTURES OF BARBIE.** Girls love these exciting stories about Barbie—on her travels and adventures. Ideal for girls 8 and up. Each book is about 180 pages. Titles: 1 "Barbie and Ken"—Seven new stories and a delightful Christmas play, 2 "Barbie Solves a Mystery"—working as a fashion writer on a small town newspaper she stumbles on clues that lead to the solution of a mystery; 3 "Barbie's Hawaiian Holiday"—trouble brews on Barbie's vacation, and it's a lively adventure story on a colorful holiday trip to Hawaii. State title number-and-name.
X 643-3353 B—Shpg. wt. 8 oz. ..... Each 1.47

[M] **WORLD OF BARBIE.** A special edition containing three complete Barbie stories for girls 8 years and up. This book is not sold in any retail store. Exciting adventure and romantic stories include "Barbie's New York Summer," "Fashion Success," and "Here's Barbie." 576 pgs.
X 643-3361 A—Wt. 1 lb. 8 oz. ..... 3.37

## children's classics for ages 6 to 14

[N] **SET OF 3 BOOKS.** Specially prepared popular priced editions of classic stories that all children should read. These editions have sturdy hard-bound permanent-color covers usually found in higher priced books. Each book is illustrated, contains about 250 pages. Shpg. wt. 2 lbs. per set.

For Boys. "Tom Sawyer," "Huckleberry Finn," "Treasure Island."
X 643-3379 A. ..... Set of 3. 2.97

For Boys. "Call of the Wild," "Gulliver's Travels," "Robinson Crusoe."
X 643-3759 A. ..... Set of 3. 2.97

For Girls. "Little Women," "Heidi," "Alice in Wonderland."
X 643 3387 A ..... Set of 3 2.97

For Girls. "Swiss Family Robinson," "Black Beauty," "Five Little Peppers."
X 643 3742 A ..... Set of 3 2.97

## hitchcock's exciting mystery stories

[P] **MYSTERIES COMPILED BY ALFRED HITCHCOCK.** Includes a brand new solve-it-yourself case book and 2 books of other well-known mysteries.

Hitchcock's "Solve-it-Yourself Case Book." Contains actual mystery cases for you to solve. Gives solution at end of each chapter. 192 pages.
X 643-3478 A—Wt. 2 lbs. ..... 2.97

Hitchcock's "Haunted Houseful." 9 chiller stories. Over 250 pages.
X 643 3452 A—Wt. 2 lbs. ..... 2.97

Hitchcock's "Ghostly Gallery." More thrilling stories. 224 pages.
X 643 3460 A—Wt. 1 lb. 8 oz. ..... 2.97

## special editions for ages 9 and up

[R] **FBI STORY.** Specially prepared edition. Introduction by J. Edgar Hoover. Fascinating behind-scenes story. Includes actual case histories. 192 pgs.
X 643-3445 A—Shpg. wt. 1 lb. 8 oz. ..... 2.97

[S] **SECOND WORLD WAR.** Specially adapted from "Life" magazine best-seller by Winston Churchill. More than 300 illustrations. 380 pgs.
X 643-3411 A—Shpg. wt. 4 lbs. ..... 5.97

[T] **STORY OF BASEBALL.** Ideal gift for boys. Illustrated history of baseball. Includes all the favorite players. Many illustrations. 192 pages.
X 643-3437 A—Shpg. wt. 2 lbs. ..... 2.97

[V] **AMERICAN INDIAN.** Adapted from American Heritage book of Indians. Illustrations, many in full color—tells history of American Indians from prehistoric time to now. Introduction by John F. Kennedy. 215 pages.
X 643-3429 A—Shpg. wt. 2 lbs. ..... 2.97

## new encyclopaedia britannica book sets

[W] [X] **SET OF THREE BOOKS.** Suitable for beginning readers ages 4 to 6. Large easy-to-read type with many full color illustrations. One set [W] explains lives and habits of the animal kingdom—the other [X] explains the customs of children in distant lands. About 34 pages each. Shpg. wt. 2 lbs. 6 oz. each set of three books.
X 643 3403 A. Birds in Summer," "Joey's Horse," "Life In The Forest."
X 643 3395 A. "Pablo," "Eskimo Family," "Sioux Indians." Set of 3 2.27

## young peoples' encyclopedia

[Y] **16-VOLUME GOLDEN ENCYCLOPEDIA.** Edited by Bertha Morris Parker and a skilled staff of writers and editors. Covers the whole range of human culture, using the latest techniques in visual education. Written in simple language and printed in large type. Covers 1,375 interesting subjects with color illustration on every page—over 6,000 illustrations in all. 375 maps in full color. 22 "Facts-at-a-Glance" charts on subjects from statesmen to rivers. Bound in a new durable reinforced library binding.
X 643-3346 A—Shpg. wt. set 20 lbs. ..... Set 29.88



SAVE THIS CATALOG—Merchandise on these pages available till September 21, 1964

# Classic and western guitars, flat and arched tops

**A CLASSIC GUITAR.** Custom built For beginner or advanced player. Precision fretting, adjustment; fine tonal quality. Selected well-seasoned spruce top. Hardwood back, frame. Ebonized hard maple fingerboard, bridge. Neat binding on edge, soundhole. Nylon strings. Traditional size. Body 15½x19" long 38½" long overall. FOB N.Y., Ill.
60 B 2588F—Wt 8 lbs. No money down ..... 39.95
60 B 2547F—Carrying Case. Wt. 8 lbs. ..... 7.75

**B WESTERN GUITAR.** Full toned, responsive for solo play. Slim-Line neck with Torque-Lok reinforcing rod—fast, easy to finger. Natural finish spruce top; pin-line inlay at edge, soundhole. Polished mahogany back, frame, neck. Ovaled rosewood fingerboard; pinless type rosewood bridge. 15½" wide, 40" long overall. Wt. 9 lbs FOB N.Y. or Ill.
60 B 2587F -No money down..... 39.50
60 B 2552F—Carrying Case Wt. 8 lbs..... 8.75

**C GRAND CONCERT FLAT TOP GUITAR.** Excellent tone quality for solo play or accompaniment. Auditorium size, 15½x39" long overall Rosewood fingerboard. Celluloid edges. Polished mahogany back and sides Choice of top as listed below. Shpg. wt. 13 lbs. FOB N.Y or Ill No money down
60 B 2545F—Natural spruce top ..... 27.25
60 B 2546F Mahogany top ..... 27.25
60 B 2547F—Carrying Case. Wt 8 lbs. ..... 7.75

**D [illegible] FLAT TOP GUITAR.** [illegible] for students or home playing. Hardwood construction. Rosewood-stained, accurately fretted hard maple fingerboard. Your choice of mahogany shaded or blonde finish. Shpg wt. 13 lbs. FOB N Y. or Ill. No money down.
60 B 2543F - Mahogany shaded finish . .... 15.50
60 B 2542F—Blonde finish ..... 15.50
60 B 2544F—Carrying Case. Wt. 8 lbs..... 5.45

**E CUTAWAY ARCHED TOP GUITAR.** Grand Auditorium size. Smooth neck-to-cutaway sweep for easy fingering Maple back spruce top, heavy edge binding inlay rosewood headpiece, fingerboard. Individual tuning units; heavy pick-guard 16½x41" Wt. 10 lbs. FOB New York or Illinois.
60 B 2590F—No money down..... 64.50
60 B 2552F—Carrying Case. Wt. 8 lbs 8.75

**F ARCHED TOP GUITAR.** Auditorium size Selected hardwoods, celluloid edges, guardplate ovalled fingerboard, bone markers; adjustable bridge Black finish; reddish highlights
60 B 2589F—Wt. 9 lbs. FOB N.Y , Ill.... 29.95

**G ARCHED TOP GUITAR.** Auditorium size. Adjustable bridge celluloid guardplate Wt. 14 lbs. FOB New York or Illinois
60 B 2549F Shaded mahogany finish .. 23.25
60 B 2548F—Blonde finish ..... 23.25
60 B 2550F Carrying Case. Wt 8 lbs. ..... 7.75

OUR GUARANTEE
INSURES SATISFACTION

**H STANDARD UKULELE.** Non-slip tuning pegs; accurate fingerboard. Wt. 5 lbs.
60 B 2554K—Genuine mahogany..... 8.95
60 B 2555K—Mahogany finish ..... 5.75

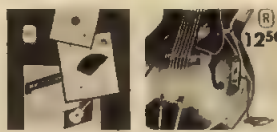
**J BARITONE UKULELE.** Seasoned mahogany; Brazilian rosewood fingerboard; inlaid position markers. Fine quality tuning keys; carefully gauged nylon strings. 10x29¾" long overall. 19¼" long scale.
60 B 2553K—Wt. 12 lbs. No money down 25.95

**K ARCHED MANDOLIN.** Seasoned hardwoods, celluloid top edge. Accurately fretted ebonized fingerboard, adjustable bridge. Celluloid pick-guard. Mahogany shaded finish FOB N.Y or Ill.
60 B 7500F—Wt. 4 lbs. No money down . . 23.50
60 B 7502F—Carrying Case. Wt. 4 lbs. ... 4.95

**L LUTE-STYLE MANDOLIN.** Hardwood construction, shaded and grained in reddish mahogany White stripe on top edge, soundhole. FOB N.Y.. Ill
60 B 7501F—Wt. 4 lbs. No money down... 16.95
60 B 7502F—Carrying Case. Wt. 4 lbs..... 4.95

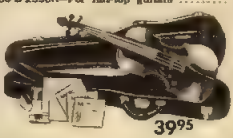
**M PROFESSIONAL BANJO.** Powerful ringing tone. Quality calfskin head; heavy top hoop, 30 adjustable tension rods; steel - rod reinforced slim hardwood neck for fast, smooth fingering Accurately fretted fingerboard, inlaid markers, geared tuning keys; arm rest. Adjustable tension tailpiece, resonator. Black/chrome. FOB N Y or Ill.
60 B 7505F—5-string. Wt. 9 lbs..... 56.95
60 B 7506F—Carrying Case. Wt. 4 lbs. . 9.35
60 B 7503F—4-string Tenor. Wt. 9 lbs . . . 54.95
60 B 7504F—Carrying Case. Wt. 4 lbs.. . 7.75

**N STANDARD 16-BRACKET BANJO.** Solid, non-warping Resc-Tone rim; good quality calfskin head held taut by nickeled top hoop, adjustable brackets. Steel-rod reinforced hardwood neck, easy-fingering hardwood fingerboard. FOB N.Y. or Ill.
60 B 2583F—5-string. Wt. 15 lbs.... .....31.95
60 B 2584F—Carrying Case. Wt. 2 lbs.....7.75
60 B 2581F—4-string Tenor. Wt. 15 lbs..... 29.95
60 B 2582F—Carrying Case. Wt. 2 lbs.. .... 6.95




**P BEGINNERS GUITAR COURSE.** Ace guitarist Don Rainey tunes up with you, teaches basic chords, runs, slurs, cut time, new chords, songs Includes 2 45 rpm records, 6 charts Wt. 1 lb.
60 B 9310S..... 2.89
**Advanced Beginners.** As above, fills, tricks, techniques, play-by-ear, etc. 1 LP record, 14 charts.
60 B 9311S—Wt. 2 lbs..... 4.99

**R ELECTRIC GUITAR PICKUPS.** Convert ordinary acoustical guitars to play electrically through amplifier. Magnetic type with volume, tone controls. No-hole installation. Shpg. wt. 1 lb.
60 B 2557K—For arched-top guitars . .... 12.50
60 B 2556K—For flat-top guitars ..... 12.50



39.95

**VIOLIN OUTFIT.** Hand-carved Stradivarius model violin for students, amateurs. Gold amber-brown tone finish, artfully shaded in manner of most expensive string instruments. Made of finest materials with extra-quality brazil-wood bow. Complete with keratol-covered, flannel lined hard-shell case.
60 B 9682K—Wt. 17 lbs. No money down. . 39.95



We Feature Only The Best In Brand Name Merchandise.

## Professional quality electric guitars

**A** **ARCHED AUDITORIUM ELECTRIC GUITAR.** Hollow body hardwood construction, ovalled fingerboard Mahogany fin 15¾" FOB
60 B 2558F—Single pickup **38.50**
60 B 2559F—Dual pickup **51.95**
60 B 2550F—Case Wt. 8 lbs **7.75**

**B** **"PLAYBOY" SOLID-BODY CUTAWAY ELECTRIC GUITAR.** Narrow easy to play neck, adjustable screws for each string volume control Bronze finish Wt 17 lbs FOB *
60 B 2560F—Dual pickup **64.95**
60 B 2561F Single pickup **51.50**
60 B 2591F—Case. Wt. 4 lbs **8.50**

**C** **"ROCKET" ULTRA-THIN CUTAWAY ELECTRIC GUITAR** Ultra thin neck arched tone chamber straight-line fingerboard, volume control Hardwood, celluloid edge 15 lbs
**Triple pickup.** 3 tone, 3 vol controls
60 B 2562F—FOB * . . **89.95**
**Dual pickup.** 2 tone, 2 vol controls
60 B 2563F—FOB * . . . . **72.50**
**Single pickup.** Volume, tone control
60 B 2564F—FOB * . . . . **53.50**
60 B 2565F—Case Wt. 8 lbs. **9.50**

**D** **"MARS" CUTAWAY ELECTRIC GUITAR.** Hollow tone chamber wood body, ebonized maple fingerboard Steel reinforced straight line neck Built-in highly responsive single pickup tone, volume controls Quick-change slide switch Sunburst shaded finish FOB *
60 B 2592F—Wt. 8 lbs **46.95**

**E** **"MARS" CUTAWAY DOUBLE PICKUP MODEL.** Construction as D above Built-in dual pickups each with tone volume control 3-position selector switch; forward pickup for rhythm, bridge pickup for take-off or both FOB *
60 B 2593F—Wt. 8 lbs **63.50**
**CASE** for "Mars" guitars. FOB
60 B 2594F—Wt 4 lbs **6.50**

**F** **"MERCURY" CUTAWAY ELECTRIC GUITAR.** Multiple pickup with single unit! Ultra slim ovalled rosewood fingerboard; hollow tone-chamber body. Rhythm/treble/bass selector switch. Ultra-slim neck with Torque-Lok Sunburst finish FOB *
60 B 2595F—Wt. 8 lbs. . . . **63.95**
60 B 2597F—Case Wt. 4 lbs **12.50**

**G** **"JUPITER" CUTAWAY ELECTRIC GUITAR.** True string tone fidelity with any desired blending of effects! Dual pickups, conventional 3-way switch, volume, tone controls plus blender control Hollow body "Tone Chamber" construction Golden sunburst curly maple back; spruce top; ultra-slim neck, rosewood fingerboard Torque-Lok reinforcing rod; adjustable bridge Wt. 8 lbs. FOB
60 B 2596F—No money dn. **95.00**
60 B 2597F—Case Wt 4 lbs **12.50**

**H** **NEW! ELECTRIC BASS GUITAR.** Comfortable auditorium size, ultra thin hollow tone-chamber body laminated maple top, back, celluloid bound Fingertip switch for choice of full bass, lighter baritone registers separate tone, volume controls Slim Torque Lok reinforced neck 15 frets clear of body Ebonized fingerboard 2" rim 15¾x44¼" overall Shpg wt 11 lbs FOB *
60 B 2598F—No money dn. **62.50**
60 B 2599F—Case Wt. 4 lbs. **10.75**

*Guitars **A** through **H** shipped FOB New York or Illinois.

For guitar doublers, bass players

**62.50**

**H**

**63.95** **J**

**K** **31.75**

**J** **PROFESSIONAL HAWAIIAN ELECTRIC GUITAR.** Highly responsive pickup; special tone control, volume control with extended handle for special effects Easy hold, easy-play 2-level body; plastic fingerboard handrest nickel plated machine heads. Extension cord Gleaming polished black white finish 8x31¾" long FOB New York or Ill
60 B 7507F—Shpg wt 9 lbs. . . . . **63.95**
60 B 7508F—Hard shell Case Wt 4 lbs. . . . . **17.75**

**K** **HAWAIIAN ELECTRIC GUITAR.** Solid hardwood, copper bronze lacquer finish 23" scale Easy-to-play design fret, markers. Tone and volume controls on built-in pickup. 7x34". FOB N Y., Ill
60 B 2578F Wt. 14 lbs. No money down **31.75**
60 B 2579F—Carrying Case Wt 3 lbs. . . . . **5.45**

**L** **"SUPER" AMPLIFIER.** Dynamic 3-tube circuit using preferred tubes (1 multi-purpose) for extraordinary 4-tube performance Volume control with AC line switch Gleaming chrome-plated chassis and three inputs. Solid ¾" lock-corner cabinet covered with tough black and white washable fabric Saran wrap grille 8-foot line cord with unbreakable plug Jensen 8" quality speaker Maximum output 4.5 watts. Dimensions 15½x11½x7½" deep. Shpng weight 13 lbs. 8 oz FOB Illinois
60 B 9303F—No money down. . . . . **38.50**

**M** **"SUPREME" AMPLIFIER.** Powerful 5-tube push-pull design using new RCA output tubes (2 dual purpose) Three inputs; separate volume and tone controls. Complete with fuse, pilot light AC toggle line switch Excellent 17 watt peak output performance High quality 10" Jensen speaker Beautiful scuff-proof black and silver Tolex fabric covering beaded in white Solid ¾" lock-corner cabinet Dimensions 20⅜" long, 13½" high, 8½" deep Shipping weight 23 lbs. FOB Illinois
60 B 9304F—No money down . . . . . **71.50**

**N** **"COMBO" AMPLIFIER.** Professional model for guitar and accordion. Professional heavy duty all purpose 6-tube, 2-section chassis. Three dual purpose tubes for equivalent power of 9-tube amplifier Two separate channels with separate volume and tone controls. Special tone range switches, organ tone tremolo with separate switch, speed, intensity controls Standby AC line switches Black and white cabinet 20½x18x18½" 15" speaker
60 B 9305F—Wt. 57 lbs. 8 oz. FOB Ill. **127.95**
and white cabinet 20½x18x8½". 15" speaker Wt

**P** **REVERB UNIT WITH REMOTE CONTROL CORD** Use with any amplifier for reverberation effects Create illusion of vast echo chambers control exact degree of effect Easy plug-in design
60 B 9306F—Wt. 12 lbs. FOB Ill . . . **43.95**

# FANON RITTENHOUSE

## INTERCOMS

**A. 2 Station Transistorized Wireless Intercom**—Model FW-40. Plugs into any AC outlets on the same power line. Blend of beige with black and gold. Constructed of durable styrene compounds. Wall mount without special bracket.
45297F5395 . . . . . $89.95

**B. Wirelessfone**—Model WF-2. Expandable 2-station intercom system. Ready for use. Plug in and talk.
45299F7125 . . . . . $118.75

**C. DeLuxe Two-Station Intercom System**—Model JMR. Diecast cabinets handsomely finished. Stations may be 2000 feet apart. Third station may be added. Complete with 50 ft. cable.
45298F3980 . . . . . $68.75

**D. 2-Station, 4-Tube Wireless Intercom**—Model FW 50B. Plug in to existing power lines. Operates between adjacent buildings, if on same line. Several stations may be added to any system.
45296F6295 . . . . . $104.95

**E. 2-Station Intercom**—Model FX-2B. Consists of master and remote with 50 feet of cable. Master has own Volume Control with "on-off" switch, 3 position talk switch and pilot light.
45294F2390 . . . . . $39.95

**F. Ultra-Sensitive 2-Station Intercom**—Model TAL. Designer colors. Natural voice reproduction. Metal cabinets. Remote can answer from distance without using switch. Complete with 50 foot cable.
45293F1640 . . . . . $27.50

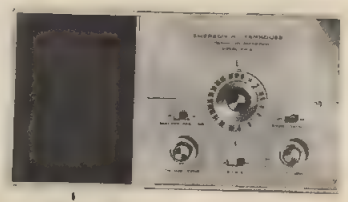
**G. 2-Station All Transistor Intercom**—Model 1500B. Operates on standard penlight batteries. Battery-saver switch. Decorator styling for home or office.
45295F2995 . . . . . $49.95

**H. All Transistor 2-Station Intercom**—Model 1400. Operates on standard penlight batteries. Battery saver switch. Decorator styling for home or office.
45291F2545 . . . . . $42.50

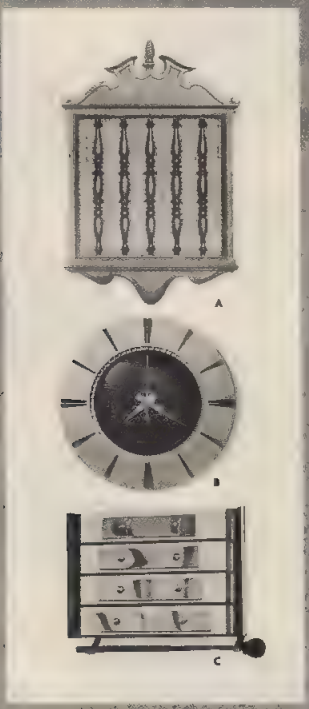
Model 140—Extra remote with 50 foot cable.
45292F675 . . . . . $11.25

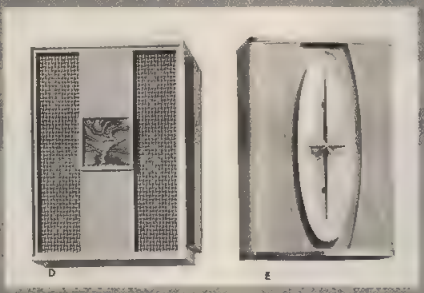
**I. All Transistor Intercom-Radio**—Model RM2. Master station with AM/FM radio. Brushed aluminum, Copper, or natural aluminum finishes. All transistor amplifier, phonojack for record player. 10-station capacity. Front panel 7¾" x 14½".
18011F10281 . . . . . $164.50

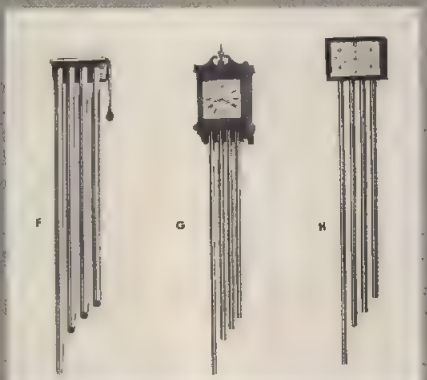
Model RM1—AM radio only.
18012F5622 . . . . . $89.95



# RITTENHOUSE DOOR CHIMES




**A. Traditional**—Model 350. Beautiful cabinet work in rich fruitwood finish. Graceful curves and spooled spindles stand out against contrasting grille cloth. Precision molded resonance chambers provide chime tones of added clarity and range. 7½" x 11".
**18010W723** ..... **$10.95**

**B. Chime Time**—Model 450. Combination door chime and electric clock. May be mounted on wall surface or built-in flush. Telechron clock movement. White with copper, white with chrome, copper with black. 9¼" diameter.
**18009W1485** ..... **$22.50**

**C. Prelude Master Chime**—Model 550. Combination door-and-dinner chime. Plays 4 or 8-note melody for front door, single note for rear. Mallet used for dinner chime. Brushed brass finish sound bars. Hand-rubbed walnut or limed oak base. 11½" x 9".
**18007W2637** ..... **$39.95**

**D. Bel Air Chord Chime**—Model 392. Melodious twin chords for the front door; two single notes for the rear. Light beige finish with modern grille and decorative motif. 10" x 7¾".
**18004W921** ..... **$13.95**

**E. Rhapsody**—Model 531. 8-note melody chime. Available in two wood grain finishes: limed oak, walnut. Signals for 3 entrances—8-note melody for front door, 2 notes for rear single note for third door. 10¾" x 7½".
**18005W1977** ..... **$29.95**

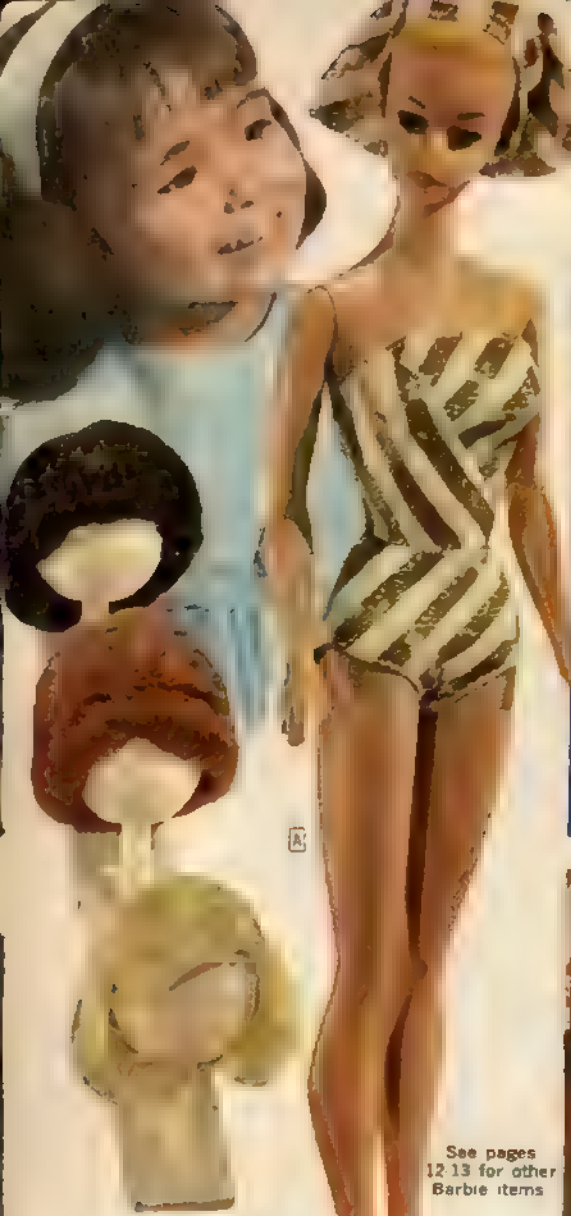
**F. Precedent Master Chime**—Model 575. Plays 4 or 8-note melody for front door, single note for rear. Felt mallet for announcing dinner, or other household signaling. Brushed brass chime tubes suspended from hand-burnished, solid walnut block. 9½" x 52½".
**18008F2997** ..... **$49.95**

**G. Williamsburg Master Chime**—Model 631. Authentic Colonial reproduction in rich hand-rubbed mahogany. Sounds 4 or 8-note melody for front door, single note for rear. Self-starting electric clock with Telechron motor. 11" x 66".
**18011F5997** ..... **$89.95**

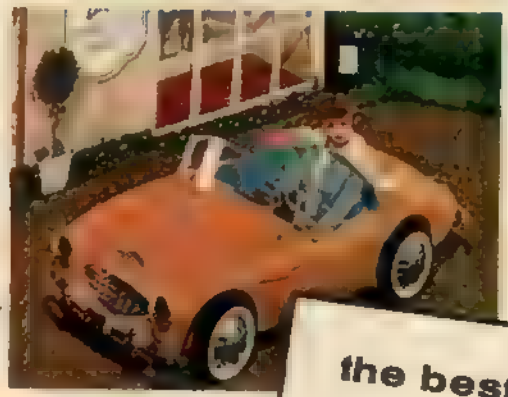
**H. Trent Master Chime**—Model 616. Contemporary styling. Wood cabinet in ebony, walnut or limed oak finish. 4 or 8-note melody for front door, single note for rear. Self-starting electric clock with Telechron motor. 9½" x 57".
**18006F4797** ..... **$79.95**

# Christmas is a GIRL . . .

*Fashion Queen Barbie . . . the doll with an elegant air, an unmistakable fashion flair . . .*



Fashion Queen Barbie Doll comes complete with three high-fashion wigs.



See pages 12-13 for other Barbie items

**A FASHION QUEEN BARBIE DOLL.** Lifelike flesh-tone plastic. New molded head. Three high fashion wigs of rooted Saran in three colors and styles. Wears gold-tone striped lamé swim suit beach bandana, white plastic pumps, fake pearl earrings. With wig stand. Doll stand. (Wears all "Barbie" clothes—see outfits below.) (11½ in. high

X 921-1400 A—Wt. 13 oz.... 3.44

**B MOOD FOR MUSIC.** Velvet capris, evening sweater, Angora trim cardigan. Gold wedgies. (Doll not incl.) Made in Japan.

X 921-1384 A—Wt. 6 oz. . 2.17

**C SENIOR PROM.** Stunning satin strapless gown, beaufant tulle overskirt. Matching slippers. (Doll not included.) Made in Japan.

X 921-0048 A—Wt. 5 oz.....2.17

**D CAREER GIRL.** Elegant tweed suit, matching hat. Sleeveless sweater, shoes, smart long gloves. (Doll not incl.) Made in Japan.

X 921-1376 A—Wt. 6 oz. . 2.17

**E SPORTS CAR.** Has real sports car flair! Plastic with chrome-colored bumper, grill, lights, clear windshield. Free rolling wheels. (Doll shown not included.

X 921-1368 A—3 lbs. 12 oz 3.77

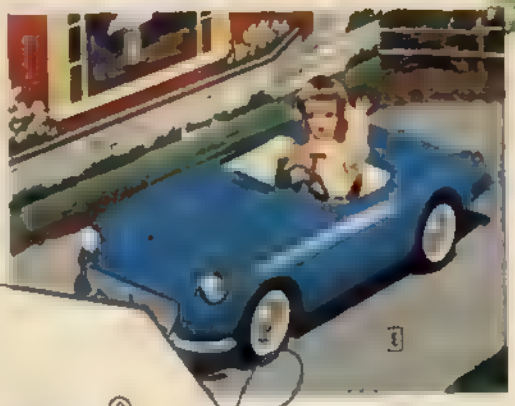
**G BARBIE FASHION SHOP.** Windows, modeling stage, display cases, furniture, cut-out mannequin. Sturdy 4-color chipboard. About 38 x 24 x 17". Folds for storage. (Doll and doll costumes shown here are not included.)

X 921-1392 A—Wt. 7 lbs. 3.99

the best of Barbie®

# and her very special doll

*Pre-teen Tammy . . . she's so natural . . .*
*as appealing and bright as today's pretty pre-teen*



**A PRE-TEEN TAMMY DOLL** Typical pre-teen fashion from the top of her lightly teased Saran hair to her white sneakers. Polyethylene plastic body with arms, legs, head of vinyl plastic. 12 in. high. (Sorry, no choice of hair color.) Wears blue playsuit white sneakers. (Order other clothing for Tammy below.)

X 921-0915 A—Wt. 1 lb. 1 oz. **1.99**

**B RING-A-DING.** Velvet pants ruffled overblouse, wedgies. With phone, fruit, TV, phone book. (Doll not incl.) Made in Japan.

X 921-1442 A—Wt. 8 oz. . **2.64**

**C CHEERLEADER** Bulky sweater flared skirt, cap pants, socks, and shoes. With megaphone and baton. (Doll shown is not included.) Made in Japan.

X 921-1434 A—Wt. 8 oz. . **2.17**

**D CHECKMATE** Checked blouse blazer, pleated skirt. Handbag, necklace, shoes, stockings, hairbow. (Doll not incl.) Made in Japan.

X 921-1459 A—Wt. 8 oz. **2.99**

**E TAMMY SPORTS CAR.** Her very own. Styrene plastic with chrome-tone bumpers. Clear windshield, bucket seats, whitewalls. (Doll not incl.) Wt. 2 lbs. 8 oz.

X 921-1426 A..... **3.99**

**G TAMMY DOLL HOUSE** A pre-teen's dream. Has shuffleboard court, ping pong table, juke box, TV—even a patio. Colorful heavy-duty craft board. Folds compactly. (Doll shown not included.) Wt. 6 lbs. 11 oz.

X 921-1418 A . . . **4.33**

**the tops in Tammy®**

See pages 10 and 11 for other Tammy merchandise

Save this catalog . . keep it handy to order toys through Sept. 21, 1964

THE MOST MODERN WATCHMAKING PLANT IN SWITZERLAND

All Gruen watches have unbreakable mainesprings . . . are anti-magnetic . . . have dust and shock proof crowns.

*Waterproof as long as case, crown, and crystal are intact.

All prices include Federal Excise Tax

$39.75

7111F2385
**SEA CAPTAIN**
Rugged. Special value. 17 Jewels. Chrome plated top, stainless steel back. Nite-glo dial. Sweep-second hand. Expansion band.

$92.50

7120F5550
**AUTO MASTER "25"**
Self-winding and waterproof* Yellow top, stainless steel back. Shock and dust resist. Sweep-second hand. Nite-glo dial. Expansion band.

# GRUEN

## THE NEWEST LOOK IN TIME!

$75.00

7118F4500
**AUTOWIND CHAMP**
17 Jewels. Shock and dust resist. Chrome plated top, stainless steel back. Nite-glo dial. Sweep-second hand. Expansion band.
**AUTO. CHAMP "Z"**
As above with black dial. 7119F4500

$59.50

7114F3570
**STANLEY**
Smartly styled. 17 Jewels. Yellow top, 10 kt. rolled gold plate back. Expansion band.

$125.

7121F7500
**CONTINENTAL ATLAS**
Magnificent-luxurious. 17 Jewels Fine black suede strap.

$49.75

7112F2985
**JEFFERSON**
Simplicity plus. Yellow top with stainless steel back. Smartly designed expansion band.
**JEFFERSON "Z"**
As above with black dial. 7113F2985

$71.50

7117F4290
**RANDOLPH**
Distinctive and slim. 10 kt. yellow rolled gold plate inlaid expansion band.

$59.50

7115F3570
**SEA CRUISER**
Yellow top, stainless steel back. Nite-glo dial. Sweep-second hand. Shock and dust resist. Expansion band.
**SEA CRUISER "Z"**
As above with black dial. 7116F3570

$110.

7136F6600
**CONTINENTAL ROSE**
Petite, sophisticated beauty. 17 Jewels. Exquisite mesh bracelet with safety chain.
**CONT. ROSE "W"**
As above in white.
137F6600

$59.50

7128F3570
**DIAMOND LEE**
For that glamorous look. 10 kt. rolled gold plate top, stainless steel back. 17 Jewels. Expansion bracelet.
**DIAMOND LEE "Y"**
As above in yellow with two-tone expansion bracelet.
7129F3570

$75.00

7134F4500
**MISS PAT**
The real feminine look. All yellow 10 kt. rolled gold plate case. 17 Jewels. Beautiful expansion bracelet.
**MISS PAT "W"**
As above in white.
7135F4500

# GRUEN

THE *Precision* WATCH SINCE 1874

$49.75

7123F2985
**KATHY**
Sleekly styled. Full figure dial. 10 kt. rolled gold plate top, stainless steel back. Custom expansion bracelet.
**KATHY "W"**
As above in white.
7123F2985

$59.50

7130F4290
**CARESSABLE CONNIE**
Graces the wrist with fashion. 17 Jewels. 10 kt. rolled gold plate top, stainless steel back. 10 kt. gold filled arms. Safety chain.
**CARESSABLE CONNIE "W"**
As above in white.
7131F4290

$71.50

7132F4290
**CONTINENTAL SUSAN**
Most modern look. Special value. 17 Jewels. Matching expansion bracelet.
**CONT. SUSAN "W"**
As above in white.
7133F4290

$59.50

7124F3570
**JANE**
Charming watch style. 10 kt. rolled gold plate top, stainless steel back. Matching expansion bracelet.
**JANE "W"**
As above in white.
7125F3570

$125.

7138F7500
**CONTINENTAL PEGGY**
New fashion look. 17 Jewels. Beautifully bevelled bracelet with safety chain.
**CONT. PEGGY "W"**
As above in white.
7139F7500

$59.50

7126F3570
**EVE**
Exquisite marquise shape. 10 kt. rolled gold plate top, stainless steel back. Expansion bracelet.
**EVE "W"**
As above in white.
7127F3570

# Harmony Guitars

**A. Double Pick-up Guitar**—Model H46. Twin built-in pick-ups each with tone and volume control. 3 position selector switch.
47242F6599 ..... $98.50
Model C45—Carrying case.
47434F750 ..... $10.00

**B. Single Pick-up Guitar**—Model H45. Tone and volume controls. Slide switch on mounting plate. Highly responsive.
47306F4857 ..... $72.50
Model C45—Carrying Case.
47434F750 ..... $10.00

**C. Single Pick-up Guitar**—Model H39. Brown Mahogany shaded and highlighted finish.
47301F4000 ..... $60.00
Model C39—Carrying Case.
47302F957 ..... $14.50

**D. Guitar Amplifier**—Model H305. 7 tube performance by utilizing 2 dual purpose tubes in this 5-tube circuit. UL approved. 12" Jensen PM speaker. 20"L, 17"H, 9½"D.
47325F6634 ..... $99.50

**E. Guitar Amplifier**—Model H306. 6 tubes (2 dual purpose to give 8-tube performance) with advanced tremolo circuit. 12" Jensen PM speaker, 22⅜"L, 18"H, 9¼"D.
47435F8634 ..... $129.50

**F. Guitar Amplifier**—Model H303. 3 tubes. Jensen speaker. Large cabinet. 110-volt AC only. 15½"L, 12¾"H, 7"D.
47326F3167 ..... $47.50

**G. Guitar Amplifier**—Model H304. 10" specially designed Jensen speaker. Inputs for 3 instruments. 18"L, 15"H, 9½"D.
47327F5300 ..... $79.50

**H. Harmony Auditorium Guitar**—Model 1215. Arched top and back, birch, with F-holes. Brown Mahogany finish. Adjustable bridge.
47432F2400 ..... $36.00
Tenor Guitar—Model TG1215.
47433F2400 ..... $36.00

**I. Harmony Grand Concert**—Model 162. Back and sides of selected mahogany. Natural color eggshell lacquer finish. Hardwood neck.
47428F2800 ..... $42.00
Model 162¾—3/4 Size Guitar.
47456F2800 ..... $42.00

**J. Harmony Grand Concert Mahogany**—Model 165. Flat top and back in a natural color eggshell lacquer finish. 14 frets clear of body.
47427F2800 ..... $42.00

**K. Guitar**—Model 173. Well seasoned fan-ribbed spruce top. Hardwood back, frame, shaped neck.
47256F3967 ..... $59.50
Model C175—Carrying case.
47254F1567 ..... $22.00

**L. Guitar**—Model 174. Close grained, seasoned spruce top. Mahogany back and frame, neck.
47253F5667 ..... $85.00
Model C175—Carrying Case.
47254F1567 ..... $22.00

# Harmony Guitars

**M. Harmony Sovereign Western Special Guitar** – Model 1203. Torque-lok reinforcing rod. Spruce top. Mahogany back, frame and neck.
47305F4167 ..... $62.50

**N. Harmony Sovereign New Jumbo Guitar**–Model 1260. Mahogany back and sides. Spruce top. Torque-lok reinforced mahogany slim-line neck.
47307F4837 ..... $72.50

**O. Harmony Cutaway Guitar**–Model 1310. Smooth sweep from neck into gracefully shaped cutaway permits easy fingering to the 20th fret.
47271F6667 ..... $100.00
Model 1311—Blond companion model to 1310.
47272F7000 ..... $105.00

**P. Grand Auditorium Professional** – Model 1456. Maple back, spruce top, slim-line neck with torque-lok reinforcing rod. Pearlette markers.
47304F5000 ..... $75.00

**Q. Stratotone Mercury Electric Guitar** – Model H47. Sunburst, shaded finish. Multiple pick-up performance with a single unit. Polished finish.
47257F6634 ..... $99.50
Model H47LH—for left handed players.
47258F7834 ..... $117.50
Model H48—in natural blonde finish.
47259F6967 ..... $104.50
Model C47—Carrying case, plush lined.
47245F1300 ..... $19.50

**R. Stratotone Jupiter Electric Guitar**–Model H49. Double pick-up with "blender" circuit. Six controls. Selector switch. Torque-lok reinforcing rod.
47244F9834 ..... $147.50
Model C47—Carrying case, plush lined.
47245F1300 ..... $19.50

**S. Rocket Ultra-Thin Cutaway Electric Guitar**–Model H59. Arched tone chamber construction. Steel rod reinforced neck. Narrow fingerboards.
47252F10463 ..... $139.50
Model C53—Carrying case.
47251F1088 ..... $14.50

**T. Rocket Single Pick-up Guitar**–Model H53. Volume and tone control mounted in body. Golden tone index pick-up.
47250F5500 ..... $82.50
Model C53—Carrying case.
47251F1088 ..... $14.50

**U. Rocket II Double Pick-up Guitar**–Model H54. 2 tone and 2 volume controls. 3 position switch.
47255F7500 ..... $112.50
Model C53—Carrying Case.
47251F1088 ..... $14.50

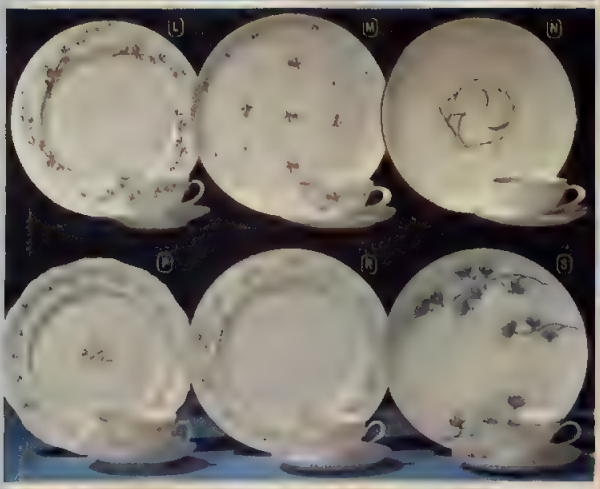
**V. Ultra-Thin Meteor Electric Guitar**–Model H70. Ultra-thin neck with Torque-lok rod. Short scale. Arched tone chamber body—spruce and maple. Golden Tone Index Pickups.
47246F11634 ..... $174.50
Model H70LH—for left handed players.
47247F12967 ..... $194.50
Model H71—companion in natural blonde finish.
47248F11967 ..... $179.50
Model C70—Carrying case, keratol, plush lined.
47249F1688 ..... $22.50

**W. Grade Cutaway Electric Guitar**–Model H75. Double cutaway, triple pickup Highest registers easily fingered. Three pick-ups—DeArmond designed. 9 controls. Brown mahogany finish on curly maple.
47273F16667 ..... $250.00
Model C70—Carrying case, keratol, plush lined.
47274F1688 ..... $22.50
Model C75—Carrying case, 3-ply hardshell.
47275F3713 ..... $49.50

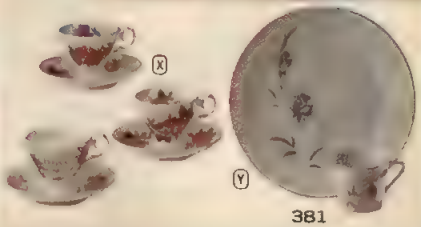
**X. Monterey Leader**–Model 950. Auditorium size 15¾" x 40" of carefully selected hardwoods. Arched top and back. Nickel plated tailpiece. Adjustable ebonized bridge.
47429F3167 ..... $47.50
Model TG950—Tenor Guitar similar to Model 950.
47468F3167 ..... $47.50

E
F
G
H
J
K

Johann Haviland
Bavarian China
A
B
Imported
China
C
D


L
M
N
P
R
S

T


X
Y

# For classic beauty plus elegance choose china!

## Bavarian China by Johann Haviland

Made by expert old-world craftsmen in Bavarian potteries—each piece back stamped with the world-famous Haviland name. Two beautiful patterns, each with delicate designs lustrously glazed on pure white in traditional formal shapes. 93-pc. set consists of 12 each dinner plates, salad-dessert plates, bread and butter plates, soups, fruits, cups, saucers, 2 platters, 2 vegetable bowls, 1 gravy boat and stand, 1 covered sugar bowl, 1 creamer. Open stock piece available for each pattern.

Ⓐ **AMBASSADOR** *by Johann Haviland.* Bright pink roses and natural-color green leaves form a graceful all-over design. Edges trimmed with 22K gold.
54 B 5351EP—93-pc. set. Serves 12. Prepaid. No money down..... **89.95**

Ⓑ **WOOD SONG** *by Johann Haviland.* A muted gray leaf design with dainty blue touches in graceful wreaths and sprays. Platinum trimmed edges.
54 B 5352EP—93-pc. set. Serves 12. Prepaid. No money down.. ... **89.95**

## Beautiful, translucent china in fashion-first imports

From Japan, today's center of ceramic art, comes this beautiful collection of genuine china. Highly translucent and delicately lovely, it's completely vitrified, impervious to moisture and break and chip resistant. All sets have full-size dinner plates (10¼-10¾"). For compositions of all sets, see listing below. Open stock available on all patterns.

Ⓓ **BANBURY** *by Mikasa.* A regally designed border of rich silvery-gray florals outlined in platinum forms a distinctive pattern. FOB New Jersey.
**59-Pc Set.** Serves 8.
54 B 7615F—Shpg. wt. 55 lbs..... 33.95
**98-Pc. Set.** Serves 12
54 B 7616F—Shpg. wt. 80 lbs.....59.95

Ⓒ **PRIMROSE** *by Mikasa.* A single pink rose, subtly enhanced by gray and black leaves . . . highlighted by shimmering platinum edge. FOB N.J.
**59-Pc. Set.** Serves 8.
54 B 7604F—Shpg wt. 55 lbs 29.95
**98-Pc. Set.** Serves 12.
54 B 7614F—Shpg wt. 80 lbs . . . 54.95

Ⓔ **JULIET** *by Sango.* Muted yellow and celadon green blossoms and boughs with gray-blue accents. Formal wide rim with 22K gold trim.
**57-Pc. Set.** Serves 8. FOB Pa.
54 B 5157F—Shpg. wt. 40 lbs..... ... 31.95
**98-Pc. Set.** Serves 12. FOB Pa.
54 B 5158F—Shpg. wt. 71 lbs . . 57.95

Ⓕ **CLAIRE** *by Sango.* Gleaming platinum edging accents the subtle leaf colorings on modern rimless shape. FOB Pennsylvania.
**57-Pc. Set.** Serves 8.
54 B 5155F—Shpg. wt. 40 lbs ..... . 29.95
**99-Pc. Set.** Serves 12
54 B 5156F—Shpg. wt. 71 lbs. .... .. 54.95

Ⓖ **GRACE-INE** *by Mikasa.* Dove gray border wreaths form classically simple design. Traditional rim shape with platinum edge. FOB N.J.
**59-Pc. Set.** Serves 8.
54 B 7610F—Shpg. wt. 55 lbs.....29.95
**98-Pc. Set.** Serves 12
54 B 7608F—Shpg wt. 80 lbs..... . 54.95

Ⓗ **ALLEGRO Puritan China.** Graceful swirl border accented by hand-done center design of pale blue-gray. Platinum trim. Frt. or Exp. from stock.
**57-Pc. Set.** Serves 8.
54 B 1501E—Shpg. wt. 42 lbs . ..... 31.95
**89-Pc. Set.** Serves 12.
54 B 1502E—Shpg. wt. 71 lbs. ... ... 57.95

Ⓘ **SILVER WHEAT.** A graceful spray of wheat in rich silvery-gray tones on rimless coupe shapes. Platinum edge. FOB Pennsylvania.
**57-Pc. Set.** Serves 8.
54 B 3511F—Shpg wt. 45 lbs . .. .. 39.95
**98-Pc. Set.** Serves 12.
54 B 3512F—Shpg wt. 75 lbs..... ... ..66.69

Ⓚ **BENHAM** *by Sango.* Modern, graceful swirl rim with contrasting Old English floral in subtle coloring. 22K gold trim. FOB Pennsylvania.
**57-Pc. Set.** Serves 8.
54 B 5153F—Shpg. wt. 44 lbs .....33.95
**98-Pc. Set.** Serves 12.
54 B 5154F—Shpg. wt. 76 lbs.....59.95

Ⓛ **DEBONAIRE Valmont China.** Favorite pink rosebuds on delicate stems decorate classic rim shape. Platinum trim. Frt. or Exp. from stock.
**57-Pc. Set.** Serves 8.
54 B 1503E—Shpg. wt. 42 lbs.. .. 27.50
**99-Pc. Set.** Serves 12
54 B 1504E—Shpg. wt. 71 lbs.....49.95

Ⓜ **YELLOW CHINTZ** *by Sango.* Exquisitely dainty yellow roses on white china in graceful rimless shape. 22K gold edging. FOB Pennsylvania.
**57-Pc. Set.** Serves 8.
54 B 5161F—Shpg wt. 40 lbs..... .... 29.95
**99-Pc. Set.** Serves 12
54 B 5162F—Shpg wt. 71 lbs .... ... ..54.95

Ⓝ **MARDI GRAS** *by Sango.* A stunning abstract center design is highlighted by the simplicity of rimless shapes. Platinum edging. FOB Pa.
**57-Pc. Set.** Serves 8.
54 B 5159F—Shpg. wt. 40 lbs..... 31.95
**99-Pc. Set.** Serves 12.
54 B 5160F—Shpg. wt. 71 lbs..... 57.95

Ⓟ **LA FLEUR PINK** *by Mikasa.* The freshness of springtime in pale rosebuds on traditional shapes . . . the rims elegantly fluted and edged with shimmering platinum. FOB New Jersey.
**59-Pc. Set.** Serves 8
54 B 7635F—Wt. 55 lbs .. .33.95
**98-Pc. Set.** Serves 12
54 B 7636F—Wt. 80 lbs.....59.95

Ⓡ **BELAIRE** *by Sango.* Stylized floral pattern in delicate pastels decorates formal wide rims . . . elegantly trimmed with 22-karat gold. FOB Pennsylvania.
**57-Pc. Set.** Serves 8
Shipping weight 40 lbs.
54 B 5151F . ... .... 31.95
**98-Pc. Set.** Serves 12
54 B 5152F—Wt. 71 lbs . 57.95

Ⓢ **MATSU** *by Mikasa.* Oriental pine motif in muted silver and turquoise, subdued beige and delicate green sprays. Modern rimless shape edged with patinum. FOB N.J.
**59-Pc Set.** Serves 8
Shipping weight 55 lbs
54 B 7605F . ... .... 31.95
**98-Pc. Set.** Serves 12.
54 B 7606F—Wt 80 lbs 57.95

Ⓣ **FINE CHINA TEA SET.** Pure white, translucent china set platinum decorated in graceful silver wheat pattern with elegant platinum rims. Set includes 6 each: tea cups, saucers, 8" cake plates; 1 each, 6-cup tea pot with cover, sugar bowl with cover creamer.
**23-Pc. Set.** Serves 6.
54 B 1400H -Wt 10 lbs.....6.50

Ⓤ **SET OF 4 COLLECTOR'S CUPS.** A perfect addition to the collector's shelf! Beautiful Royal Albert bone china imported from England—each piece backstamped. Set includes four different lovely floral patterns in soft colors against a pure white, translucent background, each elegantly accented with 22-karat gold trim. Styled in traditional shape with graceful footed cups. Shipping weight 3 lbs. 2 oz.
53 B 6905S ..... ... 11.95

Ⓥ **FLOWER-OF-THE-MONTH TEA CUPS.** Gold-trimmed Royal Albert English bone china in 12 different florals. Jan., snowdrop; Feb., violet; March, daffodil; April, daisy; May, hawthorn; June, rose; July, lily; Aug., poppy; Sept., morning glory; Oct., cosmos; Nov., mum; Dec., holly.
**1 Cup, Saucer.** Specify month
53 B 6900S—Shpg wt. 1 lb. 2.29
**Set of 12;** as listed above.
53 B 6901H—Wt 12 lbs . 23.95

Ⓦ **MUSICAL TEA CUPS.** Lift the cup, a sprightly tune plays! Beautiful Queen Anne English bone china in pretty floral patterns with elegant trim of 22-karat gold. Imported musical movement removes for washing. Shpg. wt. each 1 lb.
**"Happy Birthday".**
53 B 6902S .....4.45
**"Anniversary Waltz".**
53 B 6903S . ... . . .... 4.45
**"Tea for Two".**
53 B 6904S ..... ..4.45

Ⓧ **8-PIECE SNACK SET.** The most casual snack becomes an important occasion with this fine china set. A rich silvery rose pattern accents the pure white of the translucent china. Shimmering edges of pure platinum add a final touch of elegance. Generous size 10½" plates for serving convenience. Set includes 4 plates with cup well, 4 cups.
**8-Pc. Set.** Serves 4.
Shpg. wt. 7 lbs
54 B 3500S ..... .5.98

**NOBLESSE.** A distinctive service in pure white translucent china.
**57-Pc. Set.** Serves 8. Shpg wt. 40 lbs. FOB Pennsylvania.
54 B 5163F .. . 31.95
**98-Pc. Set.** Serves 12. Shpg wt. 71 lbs. FOB Pennsylvania
54 B 5164F . .... .. 57.95

**EMBASSY.** Gleaming platinum accents the traditional regal shapes.
**57-Pc. Set.** Serves 8. Wt. 42 lbs. Frt. or Exp. from stock
54 B 1505E . ..... 31.95
**98-Pc. Set.** Serves 12. Wt. 71 lbs. Frt. or Exp. from stock
54 B 1506E .....57.95

OUR GUARANTEE
**INSURES SATISFACTION**

## Composition of China Sets

**57-Pc. Set.** Service for 8. 8 each dinner plates, bread and butter plates, soups, fruits, cups, saucers, 1 each creamer, covered sugar, platter, vegetable bowl, plus 4 extra cups.

**59-Pc. Set.** Same as 57-Pc. set except 3 extra cups, 3 extra saucers.

**98-Pc. Set.** Service for 12. 12 each dinner plates, salad-dessert plates, bread and butter plates, soups, fruits, cups, saucers; 2 platters, 2 vegetable bowls, 1 gravy boat with attached stand, 1 creamer, 1 covered sugar; plus 6 extra cups.

**99-Pc. Set.** Same as 98-pc. set except gravy boat has separate stand.

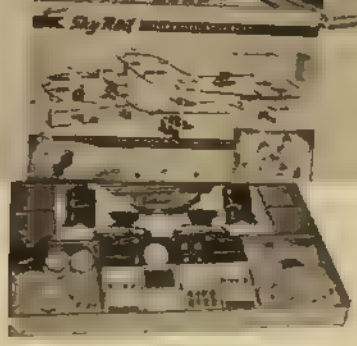
(Composition of 93-Piece Bavarian China sets given above.)

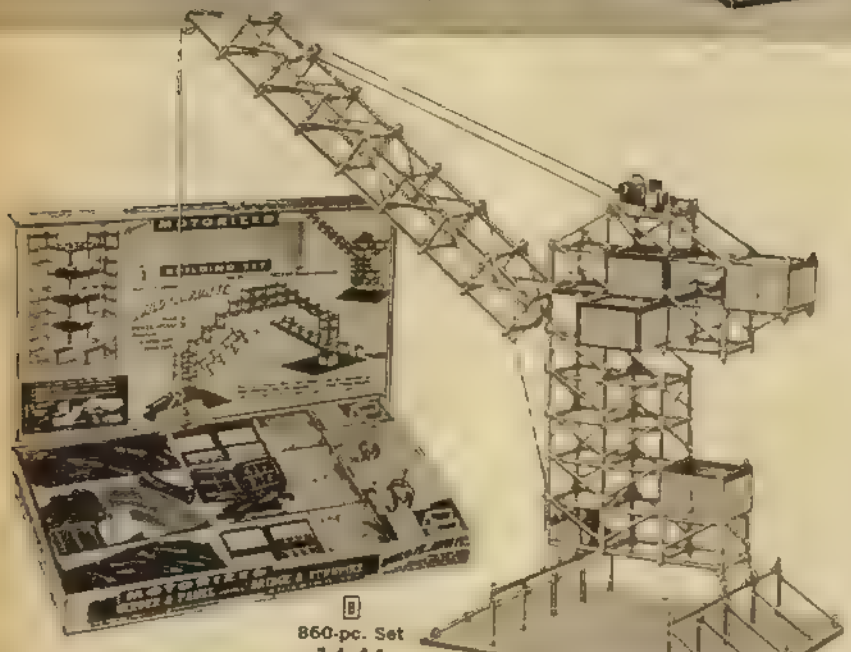
# Famous Building Sets that really work..

Kenner's

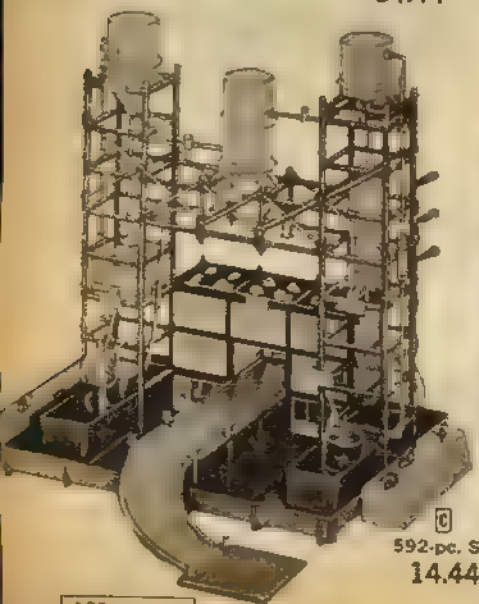
[A] 676-pc. Set 13.88

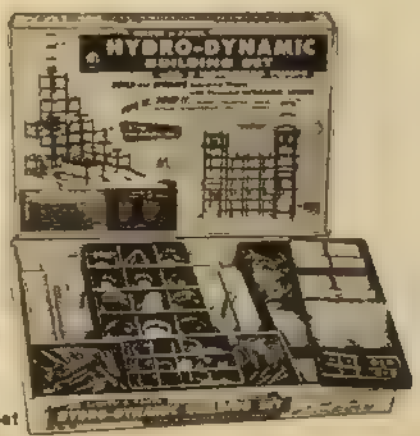
*Sky cars travel on over-and-under double-loop system. Suspended rail is 18-ft. long.*





[B] 860-pc. Set 14.44






[C] 592-pc. Set 14.44

**[A] KENNER 676-PC. "SKY RAIL" SET.** Build and operate sky rail systems of tomorrow—ultra-modern sky stations, sky ports, terminals. Suspend sky rail from sky hooks in spirals, cross-overs, and in-and-out of buildings. Sky car goes forward, reverse, climbs and descends steep slopes. Each car is operated by separate remote controls for exciting racing action. Set contains 2 sky cars with headlights, 2 battery cases (uses four "D" batteries—not incl. *) with built-in controls, switches and rail connections, sky hooks, heliport, polyethylene plastic girders, high-strength plastic panels and 18 ft. of insulated steel sky rail sections—straight and curved

X 923-5938 A—Wt. 9 lbs. 6 oz. 676-pc. set.... 13.88

**440-Pc. Set.** Similar to set above, but with one sky car and one battery case. Operates on two "D" batteries—not included.* Has 9 ft. of sky rail.

X 923-5946 A—Wt. 5 lbs. 5 oz. 440-pc. set .... 9.88

**[B] KENNER MOTORIZED 860-PC. CONSTRUCTION SET.** Build it—run it! Realistic power-operated structures with 2 motor units and 2 power units that operate independently. Design, build, and operate double drawbridges, cranes, belt conveyors, hook conveyors, cable cars, amusement rides, radar stations, buildings with two elevators, and many more battery-operated and lighted structures. Operates on 4 "C" batteries—not included.* Includes hi-impact plastic girders, panels, roadways, braces, pulleys, cables, elevator cabs, conveyor belts, motorized metal parts. An ideal gift.

X 923-5904 A—Wt. 11 lbs. 860-pc. set..... 14.44

**640-Pc. Set.** Similar to above, but one motor unit and one power unit. Uses two "C" batteries—not incl.*

X 923-5912 A—Wt. 7 lbs. 12 oz. 640-pc. set.... 9.99

**605-Pc. Set.** Contains all parts to build bridges, turnpikes, and buildings. No motorized parts.

X 923-5920 A—Wt. 8 lbs. 8 oz. 605-pc. set.....7.99

**[C] KENNER MOTORIZED 592-PC. "HYDRO-DYNAMIC" SET.** Build your own hydraulic plant—the pipe it, pump it, and light it—automatically. Pumps colorful liquid through transparent pipes and tanks as lights automatically turn on and off. Set contains 592 plastic parts including large tray-base with two motorized pumps and two reservoirs, float-switch, electric lights, two tilting scales, two siphon tanks, two aerator sprays, turbine velocity meter, float valve, ball flow meter, and 30 color tablets. Operates on four "D" batteries—not incl.*

X 923-5896 A—Wt. 7 lbs. 12 oz. ** 592-pc. set .14.44



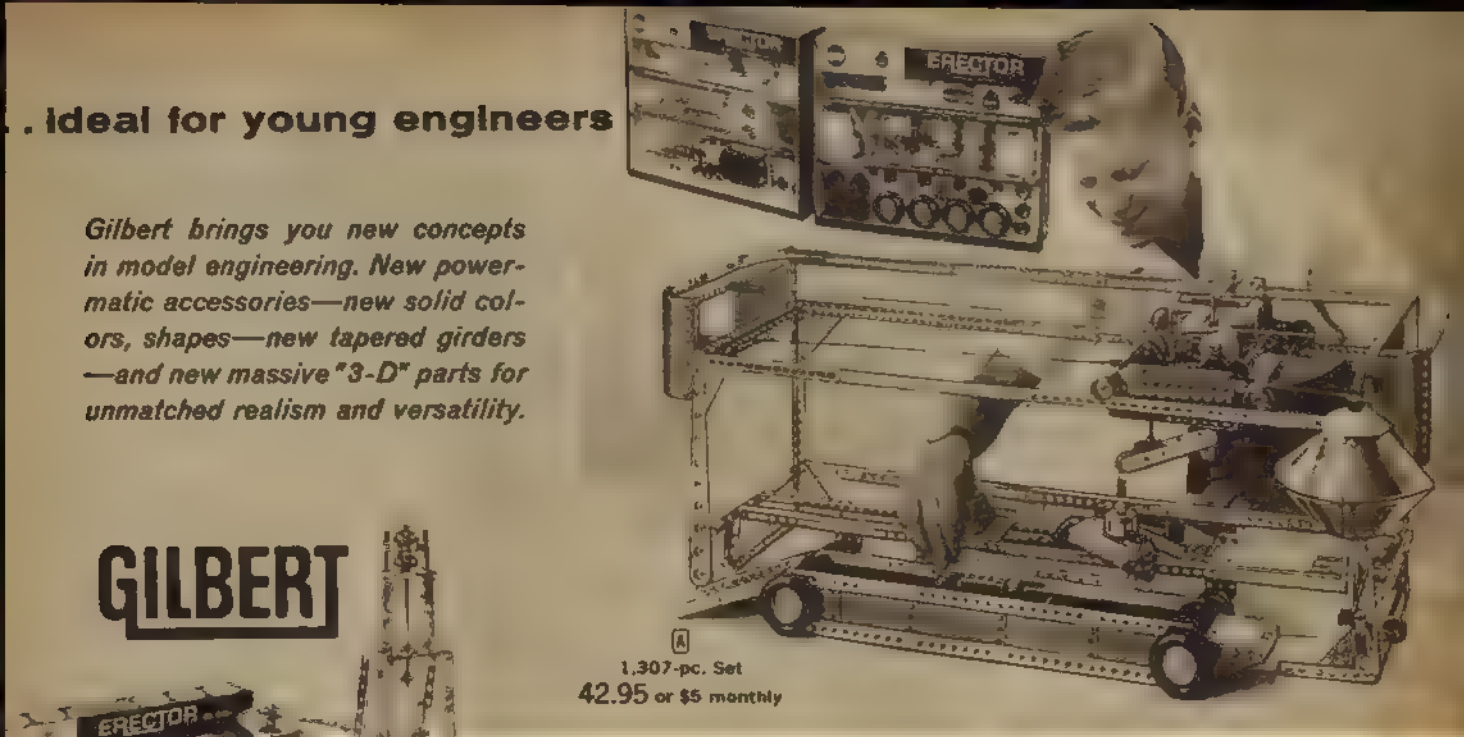
*To order batteries, see bottom of page 118.

**Semi-mailable—see page 81.

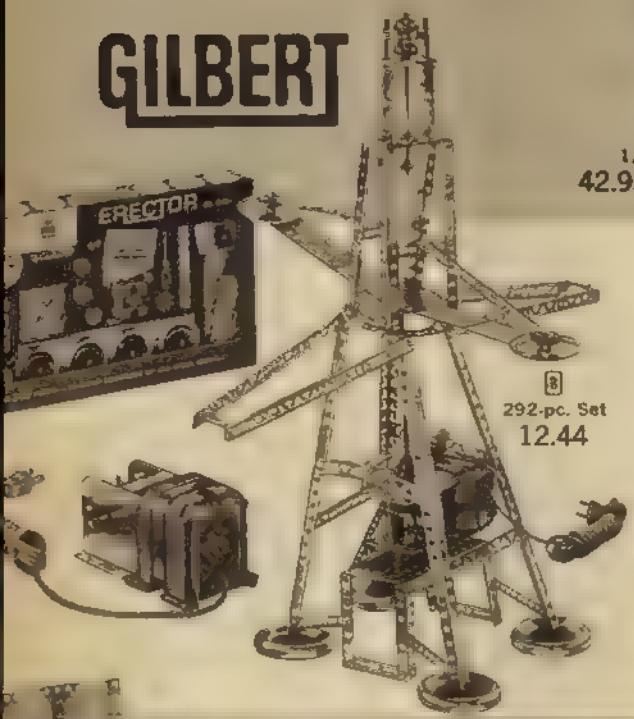
# . . ideal for young engineers

*Gilbert brings you new concepts in model engineering. New powermatic accessories—new solid colors, shapes—new tapered girders—and new massive "3-D" parts for unmatched realism and versatility.*

GILBERT




A 1,307-pc. Set
42.95 or $5 monthly




B 292-pc. Set
12.44

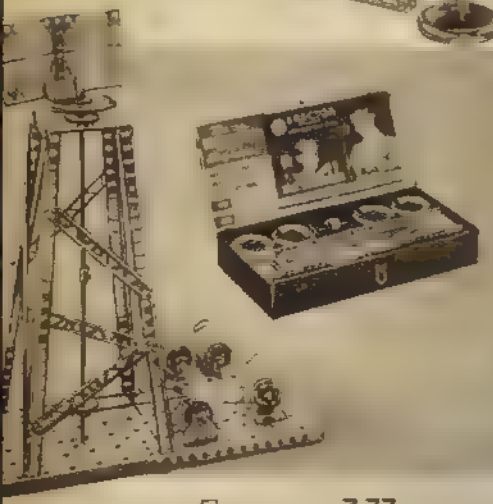
**A GILBERT 1,307-PC. "MASTER POWER" ERECTOR SET.** Fantastic, yet realistic set lets your youngster build an operating auto assembly line. Also builds dozens of new space-age models with a vast array of new modern-design girders, plates, shapes, wheels—for really versatile construction. Set features Gilbert all-steel parts with time-tested Erector nut-and-bolt principle—making each model so strong and rigid it can support a man's weight. New powermatic motor with forward, reverse, and on-off switch. Operates either from remote control battery case (uses 2 "D" batteries—not incl.*) or plug-in powerpack (110-120 volts AC—UL listed.) New hoist and programmer lets you pre-set entire sequence of movement. In steel storage box with sliding plastic front. No down payment—take months to pay—see page 79 about Credit Command.

X 923-5870 A—Shipping weight 28 lbs.** 1,307-pc. set ..... 42.95

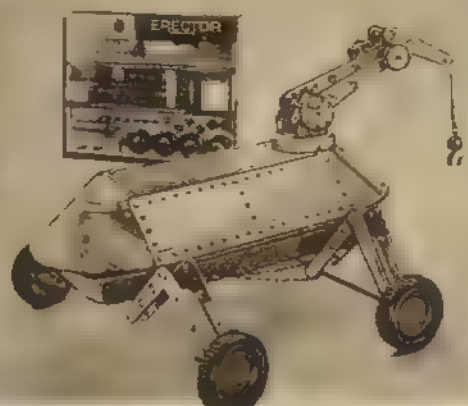
**B GILBERT 292-PC. "SPACE-AGE" ERECTOR SET.** Includes many parts to build—and rebuild—hundreds of space-age models. Rigid, sturdy steel pieces permit youngsters to build and operate models that have lasting play-value. What fun for the imaginative boy to build such space-age models as a lunar surface probe, television camera, rocket service tower, rotating radar scanner, robot—even a power hacksaw, rotary mower, operating elevator. Power is provided by a big, rugged electric motor that plugs into regular household outlet. Has forward-reverse gear shift plus two-power takeoffs. Comes complete with instruction booklet and sturdy steel carrying case.

X 923-5854 A—Shipping weight 7 lbs. 292-pc. set. ..... 12.44

**Use this catalog the year round—toys available till Sept. 21, 1964.**




C 299-pc. Set 7.77




D 467-pc. Set 16.44

E 768-pc. Set 27.95

**C GILBERT 299-PC. "ACTION HELICOPTER" SET.** Offers the fun of building—and the fun of operating. First you build it yourself with all-steel Erector parts. Then you hook up the battery-operated motor and watch the blades of your giant helicopter revolve faster and faster. Set also builds hundreds of other action models—including automatic radar scanner, airplane ride, battery-operated truck, and many more. Motor operates on two "D" batteries (not incl.*) With steel storage chest. No down payment—see page 79.

X 923-5862 A—Shpg. wt. 6 lbs. 299-pc. set.. 7.77

**D GILBERT 467-PC. "LUNAR VEHICLE" SET.** Here's the set to lead a space-minded youngster into the future. Builds ultra-modern devices—including lunar vehicle, space platform, space scanner, radar scope, helicopter, etc. Features standard Erector all-steel pieces plus new solid shapes, tapered girders, curved plates. Powerful new remote-control motor with reversing switch—operates on 2 "D" batteries (not included*) In steel storage box, sliding plastic front.

X 923-5847 A—Wt. 11 lbs. 467-pc. set. 16.44

**E GILBERT 768-PC. "PLANETARY PROBE" SET.** Build space-era models such as the planetary probe, rocket service, gantry, moon bulldozer, lunar transmitters, dual inclined railway, floating salvage crane, etc. Deluxe set includes new tapered girders, new plates and shaped pieces—plus new powermatic motor with remote-control battery case (uses 2 "D" batteries—not incl.*), and new powermatic hoist, modeled after those used on ships. Steel pieces, storage box. No down payment.

X 923-5888 A—Wt. 22 lbs.** 768 pc. set. 27.95

*To order batteries, see page 118. **Semi mailable—see page 81. Plug-ins operate on 110-120 volts, AC—UL listed.

Join the building boom . . expressways, buildings, bridges are easy to make with

# KENNER SETS

Plastic structures are so sturdy, they can be picked up and carried from room to room
All sets can be added to HO and O gauge train layouts. Scale vehicles not included

## Girder and Panel Sets

**$1.99 to $4.99**

Build skyscrapers railroad stations houses, etc. Interlocking girders snap-on wall, window, roof, panels. No motor

**291-pc. Girder and Panel Set.**
49 N 2393 Wt. 3 lbs 4 oz.. Set $4.99

**191-pc. Girder and Panel Set.**
49 N 2320—Wt. 2 lbs. 5 oz. Set $3.66

**113-pc. Girder and Panel Set**
49 N 2319 Wt. 1 lb. 11 oz.. Set $1.99

## Bridge and Turnpike Building Sets

**$2.99 to $5.99**

Design and build an unlimited variety of bridges and roads. Sturdy plastic girders braces and roadways snap together without tools. No motor unit included

**349 pc. Bridge, Turnpike Building Set**
79 N 2325C Shpg wt 5 lbs. Set $5.99

**340-pc. Bridge, Turnpike Building Set**
49 N 2322 Wt. 3 lbs 4 oz. Set $3.94

**215-pc Bridge, Turnpike Building Set**
49 N 2321 -Wt. 1 lb. 10 oz Set $2.99

## You can build much more with Combination Building Sets

**$7.99 to $14.99** without batteries

Build and run streamlined buildings, elevators, cranes . most any power-operated structure. Just snap together the few basic parts and watch them come to life with the battery-operated motor unit

Our biggest 921 piece set has *two* motors with switches and electric lights, pulleys, cables, elevator cabs, conveyor belts, other motorized parts and easy-to-read illustrated planning book

Order "C" batteries at right for motorized sets.

**De luxe 921-pc. 2-Motor Girder, Panel, Bridge and Turnpike Building Set.** Order 4 "C" batteries
79 N 2348C Shpg wt. 11 lbs... Set $14.99

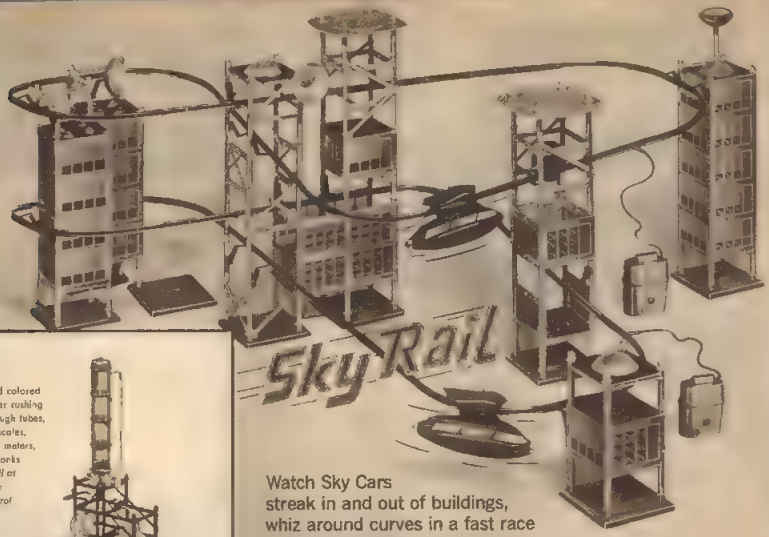
**675-pc. 1-Motor Bridge, Turnpike, Building Set.** Order 2 "C" batteries listed below
79 N 2346C Shpg wt. 8 lbs. Set $10.44

**612-pc Bridge, Turnpike and Building Set** No motor
79 N 2323C Shpg wt. 7 lbs. Set $7.99

**"C" Batteries.** Shipping weight each 2 oz.
79 N 466 Each 16c 4 for 60c

## 30 Metal Cars

Spin around highways and byways with these detailed miniature cars truck-even sleek sport jobs and foreign models. Free rolling Enameled 1¾ in long Variety Wt 1 lb 4 oz
49 N 219 Set $1.98




Watch Sky Cars
streak in and out of buildings,
whiz around curves in a fast race

**Kenner's New Deluxe Sky Rail Building Set has 2 Sky Cars, 2 controls and 18 ft. of track** **$14.99** without batteries

Let your imagination take flight . . and you'll build the most ultra-modern sky stations, sky ports, towers, terminals and heliports.

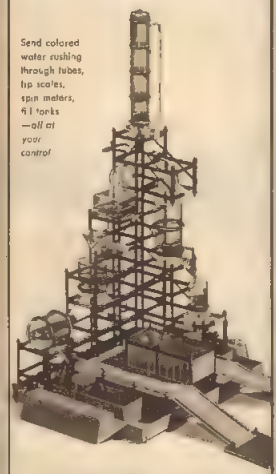
Two separate remote control units mean that Sky Cars can be operated at the same time by one child or two. Cars go forward or reverse . . even have headlights to add to the excitement.

Plastic girders, panels and insulated-steel sky rail sections snap together without tools, interlock to form strong, rigid structures.

Can be used in combination with any Kenner Girder and Panel set. 753 pieces plus project book. Uses 4 "D" batteries (sold below left).
79 N 1958C—Shipping weight 8 lbs. $14.99

**Sky Rail Set with 1 Sky Car, 1 control, 9-ft. track** **$9.88** without batteries

Offers the same fun and excitement of our Deluxe Set above but on a smaller scale . 481 pieces. Uses 2 "D" batteries (sold below left).
79 N 1965C—Shipping weight 6 lbs. . $9.88



Send colored water rushing through tubes, hp scales, spin meters, fil torks —all at your control

Kenner's Motorized

## Hydro-Dynamic Sets

**$9.99 to $14.44** witho batte

Design and build industrial plants, refineries chemical plants, purification systems up to 2½ feet high Regulate flow of water with control pumps and valves Watch water change color as it circulates . just put color tablets in different tanks Colorful sturdy plastic parts snap together in a jiffy—without tools Sets include plastic tray base and illustrated instructions. Motorized pumps operate on . batteries not included order below

**Two Motor 634-pc. Set.** 3 lights 10 ft o tubing, 20x13-in. base Order 4 batteries
79 N 1912L Shipping wt 9 lbs . $14.44

**One Motor 437-pc. Set.** 6 ft. of tubing 18x13-in. base Order 2 batteries
79 N 1911C Shipping wt 6 lbs $9.99

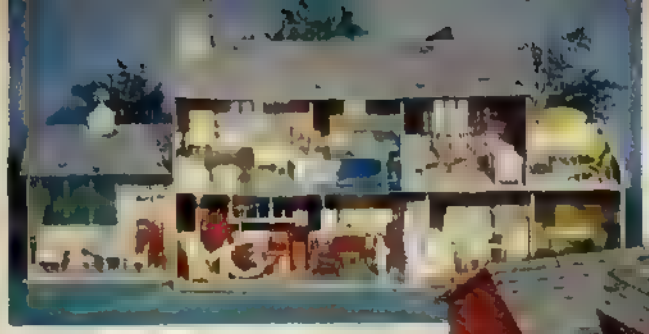
"D" Batteries. Shpg wt each 4 oz.
79 N 4660 Each 16c 4 for 60c

Build a Kenner Subdivision
. . erect 6 houses at one time
or design your own mansion

Kenner's 410-piece set has patios, carport, swimming pools, chimneys, TV antennas. Design 8-inch high Cape Cod Colonial, Ranch style and other homes.

Add the finishing touch of landscaping with trees, shrubs trellises. Plastic frames panels are break resistant. Six Masonite Presdwood foundations (four 8x9 in., two 9x11 in.) Illustrated plans book
79 N 6327C—Shipping wt 8 lbs $8.44

# king-size Doll Houses

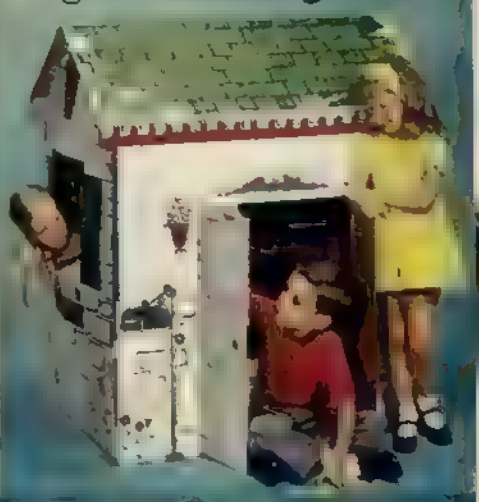


- Almost 4 feet long
- Lithographed steel
- 7 rooms, sun deck
- Removable shutters
- See-through windows
- Lots of furniture
- Family of 4 dolls

only

**9.88**

[K] Crawl-in playhouse **3.87**



Doll houses of durable steel—complete with plastic furniture!

[H] 4-room ranch with furniture **3.84**

[L] Deluxe supermarket **3.87**

[J] 5-room colonial with furniture **4.84**

# kits for junior Medics

[A] Dr. Kildare Doctor Bag 1.67

[B] Doctor Bag with Smock 3.47

[C] "Tammy" Nurse Bag 1.67

[D] Nurse Medical Cart Kit 2.47

# let's dress up like mom

[E]

*Real glamour-clothes*

Imitation fur stole, high heels, pearls, orchid—plus 3 high-fashion vinyl wigs 3.99

[A] to [C] **MAKE-BELIEVE DOCTOR AND NURSE BAGS.** Time really flies when children play "hospital"—one of the all-time-favorite activities with youngsters everywhere. Penneys tops off their playing enjoyment with exciting medical kits—each packed with plastic, safety-designed miniatures of real instruments: stethoscope, microscope, head reflector eye and ear tester, reflex hammer, wash bowl, dental mirror, spectacles, spoon, hypodermic, thermometer, paper "X-ray" film, 2 boxes of candy pills, 8 Band-Aids, 6 tongue depressors, a box of cotton, hospital guide, medical emblem, medical sheet

[A] **34-Piece Dr Kildare Doctor Bag.** Handsome polyethylene case has label of TV's famous Dr Kildare—contains all instruments listed above, plus blood pressure gauge

X 921-1327 A—Shipping weight 1 lb. 4 oz. ..... 1.67

[B] **Deluxe Doctor Bag with Smock.** Penneys finest playtime doctor kit. Has 47 pieces in all, features a professional-looking doctor's smock and face mask of washable cotton. Handsome vinyl bag contains all instruments listed above, plus blood pressure gauge, 3 ointment jars, wrist watch, 2 jars of candy pills, 2 empty bottles, oval pillbox with eye dropper, hemostat clamp, scalpel, tweezers

X 921-1293 A—Shipping weight 1 lb. ..... 3.47

[C] **38-Piece "Tammy" Nurse Bag.** Ideal for little nurses. Sturdy polyethylene bag comes with nurse cap, arm band, 3 plastic jars, wrist watch, all instruments above.

X 921-1319 A—Shipping weight 1 lb. 4 oz.. 1.67

[D] **NURSE'S MEDICAL CART AND BAG.** What fun! Now she can wheel around her supplies on a realistic medical cart with a removable tray. Set includes polyethylene bag, plastic eye and ear tester, hypodermic, spoon, reflex hammer, spectacles, wash bowl, thermometer, stethoscope, long stem beaker, 2 vials of candy pills, box of cotton, hospital guide. Plastic cart is 13⅞ x 9 x 9 in. high

X 921 1301 A—Shipping weight 1 lb. 4 oz. ..... 2.47

[E] **PLAYTIME DRESS-UP SET WITH WIGS.** Now every little girl can dress up just like mother with glamour-clothes all her own—rayon plush stole, looks like fur, beautiful high heels, "pearls," even an orchid. She can "change" her hair color in a jiffy, too, with 3 high-fashion vinyl wigs in shades of blonde, redhead, and brunette. A truly unique ensemble. Accessories of plastic.

X 921-1251 A—Shipping weight 2 lbs. ..... 3.99

[G] **KING-SIZE FURNISHED COLONIAL MANSION.** Here's the doll house that little girls dream about—a charming Colonial-style mansion that's almost 4 feet long, made of lithographed steel. Among its many true-to-life details are simulated wrought-iron front entranceway, removable shutters, even a see-through jalousie-type window. Inside, there are seven rooms—living room-dining room combination, den, modern kitchen, and laundry room on the first floor; master bedroom, bathroom, and nursery on the second floor, plus a handsome sun deck. And look—mansion comes complete with plastic furniture and accessories for every room, plus a family of 4 plastic dolls. Assembles easily. 45 x 15 x 19 in. high. Semi-matable—see page 81

X 921 1343 A—Shpg. wt 12 lbs. ..... Complete 9.88

[H] **FURNISHED RANCH-STYLE DOLL HOUSE.** See its true "ranch" styling—long, low, rambling—sure to thrill make-believe home-owners. Durable lithographed steel doll house has 4 spacious rooms. Living room-dining room, kitchen, bedroom, bathroom, plus covered patio. Includes complete set of attractive plastic furniture for every room, plus patio and back-yard barbecue. Assembles easily

X 921-1335 A—Wt. 7 lbs. 33 x 9 x 10 in. high. ..... Set 3.84

[J] **FURNISHED COLONIAL DOLL HOUSE.** Here's authentic Colonial-style architecture—right down to the unique "wrought-iron" posts and chain of sturdy plastic. Colorful lithographed steel house has living room-dining room, kitchen, carport downstairs; bedroom, nursery, bathroom upstairs. With plastic furniture. Assembles easily

X 921-1350 A—Wt. 7 lbs. 28 x 15 x 16 in. high. ..... Set 4.84

[K] **BIG "CRAWL-IN" PLAYHOUSE.** It's almost 4 feet high, and big enough to hold 3 children at once. Durable corrugated fiberboard playhouse is brightly colored, gaily styled with double doors that swing in and out, two reinforced windows, even a mail chute. Children can use it indoors or out. Mom can fold it flat in a jiffy for storage. Complete with convenient snap-on plastic straps

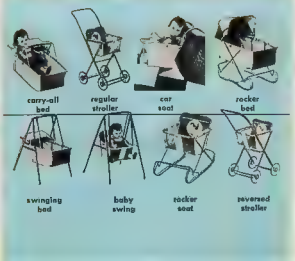
X 921-1269 A—Wt. 8 lbs. 8 oz. 40 x 30 x 45 in. high. .. 3.87

[L] **DELUXE SUPERMARKET WITH TELEPHONE.** Hours and hours of fun for children who enjoy playing "store." Durably built corrugated fiberboard market has enough room inside for a couple of junior clerks. Complete with counter and display shelves, plastic telephone, brand-name miniature packages, play "money," a clock with movable hands. Assembles easily, quickly

X 921-1277 A—Wt. 8 lbs. 34 x 22½ x 64½ in. high. Set 3.87

Save this Catalog—order toys the year 'round

## New CHATTY BABY Laughs...Talks...Cries



**STYLE BM**—37"h., 57"w., 24"d.

| | |
|---|---|
| 49159F46750 (Mahogany) | $695.00 |
| 49160F48000 (Selected Walnut) | 725.00 |
| 49161F2063 (Matching bench) | 31.00 |

**STYLE AM**—37"h., 57"w., 24"d.

| | |
|---|---|
| 49162F41562 (Selected Walnut) | $625.00 |
| 49163F40312 (Mahogany) | 599.95 |
| 49164F1995 (Matching bench) | 30.00 |

**STYLE CM**—37"h., 57"w., 24"d. Ebony, Bisque or Fruitwood.

| | |
|---|---|
| 49152F49375 | $625.00 |
| 49153F2495 (Matching bench) | 37.50 |

**STYLE DM**—French Provincial 37"h., 57"w., 24"d

| | |
|---|---|
| 49157F51250 (Fruitwood) | $765.00 |
| 49158F2900 (Matching bench) | 42.00 |

**STYLE LM**—37"h., 57"w., 24"d

| | |
|---|---|
| 49154F41563 (Mahogany) | $625.00 |
| 49155F42813 (Selected Walnut) | 645.00 |
| 49156F1938 (Matching bench) | 30.00 |

## Paul G. Mehlin & Sons FINE PIANOS

**Specifications**—Full 88-note keyboard • Five ply all wood case construction waterproof glue bonded • Highest quality long fiber virgin wool hammers • Full Blow action • Hand rubbed finishes. Heavy five post back • Laminated carefully seasoned Maple pinblock • Rock Maple pin bushings. Bridges of Selected Adirondack Maple • Protective capped bass bridge • Solid Copper wound bass strings • Three pedals* • Blue Steel tuning pins • Solid casters • Standard Piano Manufacturers Warranty.

*On all styles except AM.

Subject to 10% Federal Tax.

**STYLE FRM**—French Provincial. 40"h., 57"w., 24"d

| | |
|---|---|
| 49177F55625 (Fruitwood) | $835.00 |
| 49178F2900 (Matching bench) | LV.00 |

**STYLE PM**—40"h., 57"w., 24"d

| | |
|---|---|
| 49175F52500 (Selected Walnut) | $795.00 |
| 49174F50000 (Mahogany) | 750.00 |
| 49176F1995 (Matching bench) | 30.00 |

**STYLE H**—French Provincial Grand.
**49181F121000** (Cherrywood) ..... **$1825.00**
**49182F3562** (Matching bench) ..... **48.95**

**STYLE H**—Louis XV Grand.
**49171F122875** (Cherrywood) ..... **$1850.00**
**49180F3562** (Matching bench) ..... **48.95**

# Paul G. Mehlin & Sons

## FINE PIANOS

Every Mehlin piano is a masterpiece of craftsmanship. Materials are of the finest. Careful controls of every phase of operation are maintained by master craftsmen. Whether a Console, Spinet, or Grand—you'll find your natural choice in a Mehlin.

Subject to 10% Federal Tax.

**STYLE H**—Grand
**49168F108500** (Mahogany) **$1629.95**
**49169F111495** (Walnut) **1675.00**
**49170F2450** (Matching bench) **36.00**

**NOW! 5 GLORIOUS DECORATOR COLORS IN THE NEW MELODIGRAND, Lagoon Blue-Persian Red-Mist Green-Antique Ivory-Onyx Black**—in addition to standard wood veneers of Mahogany, Maple, Walnut, Limed Oak.

**MELODIGRAND 88**—37"h., 57"w., 23"d.
**49183F33687** (Ebony or Blonde) **$475.00**
**49184F1687** (Matching bench) ..... **35.00**

**MELODIGRAND 64**—37"h., 42"w., 23"d Maple Walnut, Ivory, Red, Green, Blue.
**49166F33988** ..... **$500.00**
**49165F33312** (Mahogany) ..... **475.00**
**49167F34563** (Limed Oak or Ebony) ..... **525.00**
**49179F2219** (Matching bench) ..... **33.95**

# POPPY TRAIL CONTEMPORARY

## Colorful California Dinnerware

### Tempo . . . new ovenproof dinnerware that's colorful, casual, carefree as a backyard barbecue!

And so handsome, you'll be proud to use it for company gatherings. Tempo's appeal is readily apparent in the sweeping grace of its sculptured serving pieces. Colors are delectable! Lightly flecked, satin-glazed background comes in your choice of Beige, Sky Blue, Yellow Gold or White . . . all accented with the warmth of walnut. Beautiful but very practical—Tempo is safe in oven or dishwasher. Warranteed one year against breakage in normal use, or it will be replaced free.

| Tempo | *Beige/Walnut* | *Sky Blue/Walnut* | *Yellow Gold/Walnut* | *White/Walnut* | *Price* |
|---|---|---|---|---|---|
| 16-pc. Set (for 4) | 70-9048 C1350 | 70-8990 C1350 | 70-8925 C1350 | 70-4551 C1350 | $17.95 |
| 45-pc. Set (for 8) | 70-9035 C4775 | 70-9006 C4775 | 70-8933 C4775 | 70-4569 C4775 | 64.95 |
| 7-pc. Table Service | 70-9063 C1195 | 70-9014 C1195 | 70 8958 C1195 | 70-4577 C1195 | 18.15 |
| Coffee Server, 15¼" Ht. | 70-9071 C750 | 70-9022 C750 | 70-8966 C750 | 70-4593 C750 | 10.95 |

**"Cock-A-Doodle-Doo"**
Pert hen and rooster accessories add wit and whimsey to the table . . . serve you a flock of ways! Realistically embossed, glazed semi-porcelain . . . white and straw colored. Gay with all Poppytrail patterns.

1 ***1½-qt. Hen Casserole.*** Ovensafe.
**70-4924 C475** 8½x8". (4 lbs.) **$7.00**

2 ***Biscuit Basket Twin Dip.*** Rooster perched on top offers picks
**70-4890 C340** 10½x5". Wt. 4 lbs. **$5.00**

3 ***Salt & Pepper Shakers.*** 4½", 3" high.
**70-4916 C199** Set. Wt. 2 lbs. . **$3.00**

4 ***Eggs & Hors d'Oeuvres Dish.*** Grooves hold eggs, chicken holds picks.
**70-4908 C395** 13½" d. Wt. 6 lbs. **$6.00**

### Ovenproof Dinnerware . . . with the prettiest table manners ever!

**Woodland Gold.** Autumn leaves in muted brown, rust and green spread on a soft yellow background. Hand-decorated, satin-glaze semi-porcelain. Cook in it, serve in it . . . put it in the dishwasher!

| | | |
|---|---|---|
| **70-9225 C1350** | 16-pc. Set (for 4). . . . | $17.95 |
| **70-9311 C4775** | 45-pc Set (for 8) . . . . | 64.95 |
| **70-9337 C1195** | 7-pc. Table Service . . . | 18.45 |
| **70-9345 C695** | Coffee Svr., 10½" (5 lbs.). | 9.95 |

**Golden Scroll.** A satiny white ground, flecked with gold, sets off the tawny beauty of tan-gold scrolls. Hand-painted, glaze-sealed semi-porcelain. Ovenproof; safe in detergents.

| | | |
|---|---|---|
| **70-4601 C1350** | 16-pc. Set (for 4) . . . | $17.95 |
| **70-4619 C4775** | 45-pc. Set (for 8) . . . . | 64.95 |
| **70-4627 C1195** | 7-pc. Table Service . . . | 18.35 |
| **70-4635 C695** | Coffee Svr . 10" (8 lbs.) | 9.95 |

See contents of sets on facing page.

M 4.99

J 4.99

K 5.44

L 8.77

G 5.44

H 5.44

P 6.77

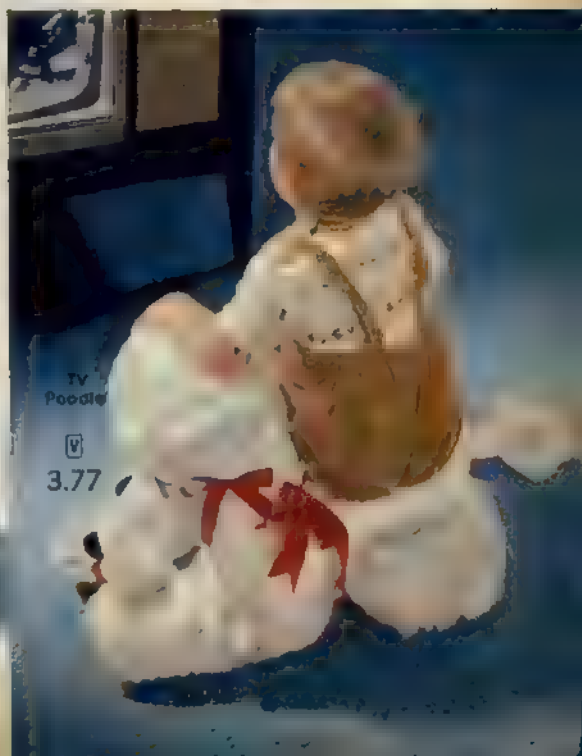
Order toys from this catalog the year 'round available till Sept. 21, 1964

R 7.99

*Plush Pets for Youngsters to Ride*

S 4.99

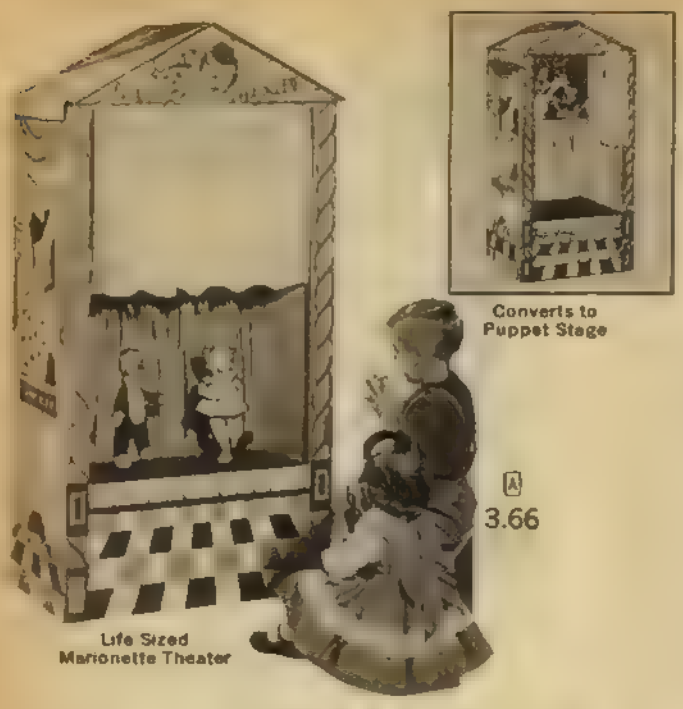
T 4.99




V 3.77

# meet Puppet Friends

## in make-believe land




**A TWO-WAY PLAY THEATER.** A handsome marionette stage when plastic curtain is in front—converts to puppet playhouse when curtain is in back. Made of reinforced fiberboard. Red-and-blue on white background. Theater measures 30½ x 58 ⅛ in. high. Provides creative entertainment.

X 921-2424 A—Shipping weight 9 lbs. ..... 3.66

**B to D PADDLE PUPPINETTES.** So easy to operate—children of any age can make these jump to life! Durable plastic push-lever paddle controls puppinettes made of gaily colored cotton and felt. All 12 in. tall. Shpg. wt. 12 oz. each.

X 921-2465 A—Bozo (B)

X 911-2481 A—Huckleberry Hound (C)

X 921-2473 A—Yogi Bear (D) ..... Each 2.44

**E DISNEYLAND PUPPET SET.** Stars famous Mickey Mouse, Minnie Mouse, Donald Duck and Pluto. All have soft vinyl plastic heads, colorful percale costumes, funny-squeaker voices. All 13½ in. tall.

X 921-2432 A—Shipping weight 1 lb. ..... Set of 4 for 3.49

**G POPEYE PUPPET SET.** Featuring Olive Oyl, Popeye, Wimpy, and Sweet Pea. Made with soft vinyl plastic heads, gaily colored percale costumes, squeaker voices. All 13½ in. tall

X 921-2440 A—Shipping weight 1 lb. . . . Set of 4 for 3.49

### *plush, talking characters from TV land*

**H MATTEL'S MR. ED TALKING HAND PUPPET.** What fun! Mr. Ed really talks—just pull Chatty-ring to operate patented voice unit (no batteries needed). Move his mouth as he talks. Soft vinyl-plastic head, rayon plush body, yarn mane. 12½ in. high.

X 921-2531 A—Shipping weight 1 lb. 12 oz. ..... 4.99

**J MATTEL'S TALKING CECIL HAND PUPPET.** This lovable sea-serpent says many things, such as: "There goes a good kid"—just pull the Chatty-ring. Move his mouth as he talks. Wiggly ears, rayon plush body

X 921-2549 A—13½ in. long. Shipping weight 1 lb. ..... 4.99

**K MATTEL'S TALKING BUGS BUNNY HAND PUPPET.** Wise-cracking Bugs says, "Eh, what's up, Doc?" and many other such phrases when Chatty-ring is pulled. No batteries needed. Gray and white rayon-plush with vinyl plastic face. 15 in. tall

X 921-2556 A—Shipping weight 1 lb. 8 oz. ..... 5.44

**L MATTEL'S TALKING BUGS BUNNY DOLL.** This "carrot-crunching" character is adorable in rayon plush, with vinyl plastic face and hands. Pull magic ring—you'll hear Bugs' voice wisecrack, "What's up, Doc?" and many other sayings. No batteries needed. 26½ in. tall.

X 921-2507 A—Shipping weight 3 lbs. ..... 8.77

**M MATTEL'S SISTER BELLE TALKING DOLL.** Soft cotton body, cute plastic face, yellow yarn hair, removable striped cotton pinafore. Pull Chatty-ring and she says, "Sing me a song" and 10 other phrases. 17 in. high

X 921-2515 A—Shipping weight 2 lbs. ..... 5.44

**N MATTEL'S CASPER, THE TALKING GHOST.** The friendliest ghost ever! Says 11 ghostly phrases when you pull Chatty-ring. Soft white cotton terry cloth, hi-impact plastic head. 15 in. tall

X 921-2523 A—Shipping weight 2 lbs. 5.44

**P MATTEL'S TALKING BEANY BOY.** Pull the Chatty-ring and Beany says one of 11 different phrases. Huggable "rag" doll with vinyl plastic head, feet, and hands. Beany-Copter hat. 17 in. tall.

X 921-2499 A—Shipping weight 3 lbs. 6 oz. . . . . 6.77

### *giant-size pets . . . ready for kids to "ride"*

**R RIDE-ON BEAR.** Fine-quality brown rayon plush body, with steel-welded frame—holds up to 100 lbs. Sturdy plastic wheels. Locked-in eyes. 20-in. leash. 20¼ in. high. Semi-mailable—see pg. 81.

X 921-2457 A—Shipping weight 7 lbs. ..... 7.99

**S RIDE-ON DONKEY.** Cuddly rayon plush outside—firmly stuffed with cotton inside. Grand for TV viewing. Sturdy plastic wheels. So big—23 in. high. Gray. Semi-mailable—see page 81

X 921-2572 A—Shipping weight 7 lbs. ..... 4.99

**T RIDE-ON HORSE.** All-rayon plush body with firm cotton stuffing. Colorful vinyl plastic head. Mounted on sturdy caster wheels. 22½ in. tall, 20½ in. long. Semi-mailable—see pg. 81

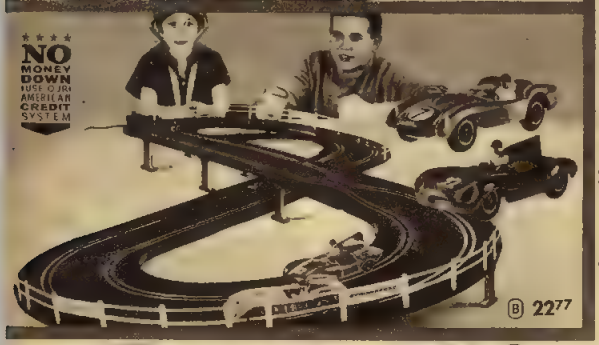
X 921-2564 A—Shipping weight 5 lbs. ..... 4.99

**V TV POODLE.** White short-pile rayon plush, rayon ribbon neck-bow. Floppy ears, red felt tongue, bobbed tail. Firmly stuffed with cotton. 24½ in. long, 28 in. high. Not mailable—pay shpg. on delivery.

X 921-2580 A—Shipping weight 4 lbs. . . . . 3.77

Buy toys with Credit Command—see page 79.

Ⓐ 29.92




Ⓑ 22.77

# Ready... Set... Go with Strombecker Road Racing Sets

All race enthusiasts will love the excitement and fast paced fun of a Strombecker racing set. Dad (and all adults) will go for it just as much as the youngsters. Plug your set in (the 5 in 1 Indianapolis or the International), wave the starter's flag. You're off with surging power, wheels spinning, neck and neck with your opponent . . . enjoying the unequaled thrill of racing competition.

Sets come complete with built up, ready-to-run cars. Included are true-to-life sections of curved and straight track, Chicane obstacle strips, control throttles. Big high volt 10-16V power pack. A 32 page guide book and Strombecker's guarantee incl.

Ⓐ **INDIANAPOLIS 5-IN-1 RACING SET.** What kind of layout do you want? This new, thrill packed set has them all . . . Indianapolis, Monte gomery, Palm Springs, Hawaii, or the Basic Figure 8. All the spins and spills of big-time racing. Complete with lap counter to register your turns around the track. Two built-up cars: Cooper Formula II and Indianapolis Bowes special both with 12-volt motors. 2 Rheostat control throttles. 10 sections of curved track. 7 sections straight track. 12 De luxe overpass supports. 10 sections fence, track to transformer connectors, locking lugs. Shipping weight 9 pounds.
97 B 3606H—Complete set. . . . . 29.92

Ⓑ **INTERNATIONAL RACING SET.** The rugged sport, speed and spins of international sports car racing are yours with this Figure 8 layout. The wild race is on . . . between 2 built-up cars: 1 D Jaguar and 1 Testa Ross Ferrari. Both 12V motors. Two Rheostat control throttles, 8 sections curved track, 6 sections straight track, 12 De luxe Overpass supports, 8 sections of fence, track to transformer connectors, locking lugs. All ready for you to take the controls . . . and go. Shpg. wt. 7 lbs.
97 B 3607H—Complete set . . . . . 22.77

## Strombecker Extra Cars & Parts

**STROMBECKER EXTRA CARS, PARTS.** Precision-built, accurately detailed, 1/32 scale size cars, powered by rugged 12V motors. Scale speeds over 200 m.p.h. . . . with drivers, decals. Features: chrome plated wheels, polypropylene chassis, brass pinion gear, nylon driving gear.

Ⓐ **MASERATI.** For heavy duty.
97 B 3609S—Wt. 6 oz. 3.22

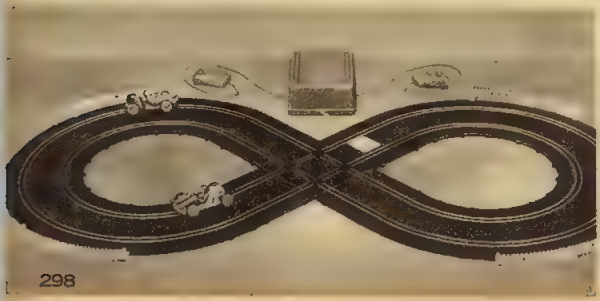
Ⓑ **INDIANAPOLIS SPECIAL.** Makes any one of 6 racing cars.
97 B 3608S—Shpg. wt. 6 lbs. 3.22

Ⓒ **CUSTOM ROD KIT.**
97 B 3610S—Wt. 6 oz. . . . 2.44

Ⓓ **OBSTACLE STRIP.** Grooved section where only one car can pass. High impact polystyrene.
97 B 3611S—Shpg. wt. 4 oz. . 1.48

Ⓔ **LAP COUNTER** records number of laps. Made of high-impact polystyrene.
97 B 3614S—Shpg. wt. 1 lb. 3.77

**TRACK SECTIONS** of black, high impact polystyrene. Increase your set, make it bigger and better. Aluminum conductors flush to track for skid-out ease. Shpg. wt. 4 oz.
97B3613S—6 Straight sections. 6.88
97B3612S—6 Curved sections 6.88



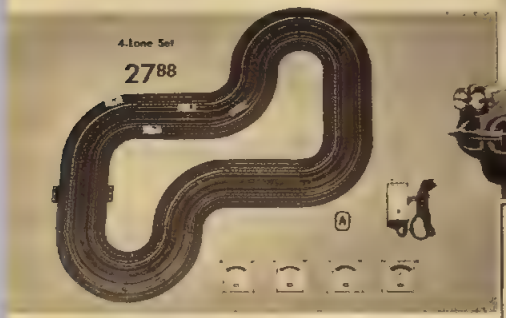

# Go-Cart Road Race

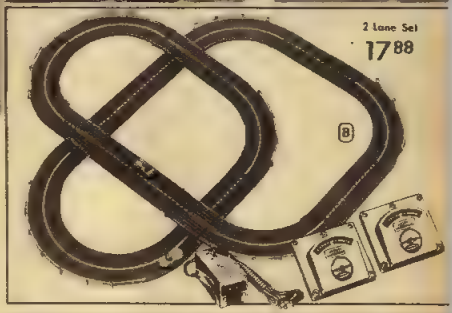
You're in for hours of fun and excitement with "Go cart" racing in miniature. Get set for action, as 2 independently controlled go-carts race around the 2x4' figure "8" track. Develops timing and judgment . . . needed to win the race and keep the go-carts from skidding off the track on curves. All the thrills and competition of real road racing.

Set includes 2 pre-assembled go-carts with electric motors, 2 assembled "on-off" switches with control buttons, battery box. Fence and 16 pieces of pre-assembled track and rail sections. Track is made of high-impact polystyrene which snaps together quickly and easily with no need for glue or tools. Completely interchangeable. Uses two #6 (1.5V) batteries or a 6 volt power pack (not included). Shipping weight 18 lbs.
95 B 4514S. . . . . 8.88

# Aurora — the first name in model motoring!

Enjoy all the thrills and spills of real racing with Aurora HO scale-model road race sets . . . Hours of fun and excitement for the whole family! Individual car controls give authentic racing results.






## Speeds up to 150 scale miles per hour.

**ENJOY THE ULTIMATE IN MODEL MOTORING WITH AURORA HO RACE SETS.** Fun for the whole gang, Mom and Dad, too. Up to four cars compete at one time, each operated independently. Learn to handle an authentically scaled racing model at scale speeds ranging up to 150 MPH. You'll have hours of fun and excitement "gunning it" on the straightaway and trying to avoid spinning out of control on the curves. Aurora sets are complete units including plastic road sections which snap together, speed controls, cars and power pack. You can get infinite variety by adding from individual parts listed below.

(A) **AURORA 4-LANE RACING SET.** Includes eight 9" and eight 6" curved sections, eight 9" straight road sections, 4 controls, 4 assorted cars and power transformer. Shpg. wt. 9 lbs.
95 B 0403R—Set. No Money Down ..... 27.88

(B) **AURORA 2-LANE ROAD RACING SET.** Includes eight 9" curved and eight 9" straight track sections, 2 cars, 2 speed controls, one power unit, trestle supports, guard rails and posts. Shpg wt. 7 lbs.
95 B 0405R—Set. No Money Down ..... 17.88

## Aurora accessories for road race sets

Now, expand your existing layout to any size or shape you want, create right-of-way atmosphere, add cars and trucks with these realistic accessories. Perfectly scaled for interchange with HO gauge model railroad layouts—make roadway and tracks run parallel, create grade crossings, overpasses. Fun!

(C) **'62 FORD POLICE CAR.**
95 B 0432S—Wt. 6 oz. . 2.37

(D) **'62 FORD COUNTRY SQUIRE.**
95 B 0430S—Wt. 6 oz. . . . 2.37

(E) **'62 FORD PICK UP.**
95 B 0431S—Wt 6 oz. . . . 2.37

(F) **MACK 6-wheel Stake Truck.**
95 B 0434S—Wt. 6 oz. . . . 2.77

(G) **'62 FORD Galaxie Hardtop.**
95 B 0429S—Wt. 6 oz . . 2.37

(H) **MERCEDES Benz 300 SL.**
95 B 0426S—Wt 6 oz . 1.88

(J) **JAGUAR XK140.**
95 B 0425S—Wt. 5 oz . . 1.88

(K) **CORVETTE.**
95 B 0427S—Wt. 6 oz . . . 1.88

(L) **THUNDERBIRD.**
95 B 0428S Wt 6 oz . 1.88

(M) **MACK 4-wheel Dump Truck.**
95 B 0433S Wt 6 oz. 2.77

(N) **CURVED ROADWAY.** 6" radius curved sections. Wt 10 oz.
95 B 0411S—Package/6 . . 4.44

(P) **JUNCTION TURNOFF.** Package of two turnoffs. Shpg. wt 10 oz.
95 B 0415S—Package/2 . . . 4.44

(R) **STRAIGHT ROADWAY.** Straight sections 5" long. Shpg. wt 8 oz.
95 B 0410S—Package/6 . . 3.44

(S) **STRAIGHT ROADWAY.** Straight sections 9" long. Wt. 10 oz.
95 B 0408S—Package/6 ..... 3.88

(T) **STRAIGHT ROADWAY.** Straight sections 7" long. Wt 9 oz.
95 B 0409S—Package/6. ..... 3.88

(U) **RAILROAD CROSSING.** Grade level HO crossing. Wt 8 oz.
95 B 0416S—each ..... 2.77

(V) **CURVED ROADWAY.** 9" radius (¼ section) Shpg wt. 1 lb
95 B 0412S—Package/6 . . 4.94

(W) **TRESTLE POSTS.** Package of 3 long and 3 short posts. Wt. 6 oz.
95 B 0414S—Package/6 .... 1.59

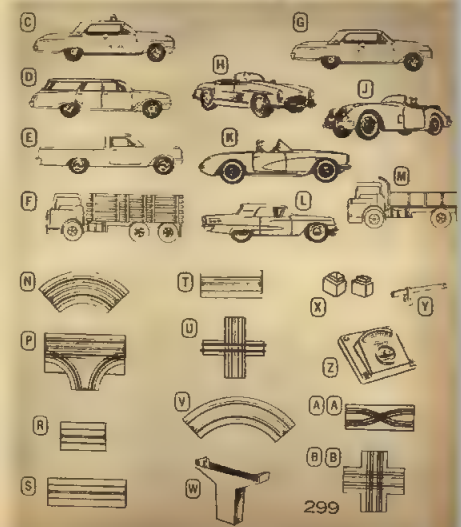
(X) **TRESTLE EXTENSIONS.** Package of 12 extensions. Wt 4 oz.
95 B 0422S—Package/12 ... 49c

(Y) **RAIL AND RAIL POST SET.** Shipping weight 4 oz.
95 B 0413S—Package/2 . . 1.83

(Z) **SPEED CONTROL.** Package of 2 controls. Shpg wt 6 oz.
95 B 0424S—each . . . . . 1.88

(AA) **CRISSCROSS.** 9" 2-lane racing crisscross. Shpg. wt. 5 oz.
95 B 0421S—Package/2 . . . . 1.88

(BB) **INTERSECTION.** 90-degree, 2-lane intersection. Wt 5 oz.
95 B 0423S—each ..... 2.37



# . . . one for every work-play activity

# a fleet of Toy Trucks . .

[A] 3.66

- wide, exciting collection of trucks
- modern styling—latest improvements
- steel construction—high-impact plastic
- all at value-packed low Penney prices

[B] 2.88

[C] 2.49

[D] 79c

[E] 3.99

**[A] STRUCTO AUTO TRANSPORT AND CARS.** Ready for long hauls—from factory to showrooms. It's so much fun for car-conscious youngsters. Ramp extends at rear for loading and unloading—includes late-model die-cast metal passenger car in blue, and a bright red pickup truck. Transport is tan. Sturdy steel construction, baked enamel finish. Whitewall tires roll smoothly, won't mar floors. New modern cab has plastic seat, steering wheel, windshield with simulated wipers, sideview mirror, and even a mock air horn. Auto transport measures 21⅞ in. long overall.
X 923-3503 A—Shipping weight 5 lbs. 2 oz. ..... 3.66

**[B] BUDDY L PONY EXPRESS.** Delivers the prize-winning pony in style. Equipped with clear plastic windscreen, hinged end-gate ramp, Whitewall "non-mar" tires and spring suspension. Sturdy steel construction—baked enamel finish. 15½ in. long overall. Plastic pony included. Wt. 2 lbs. 12 oz.
X 923-3545 A..... 2.88

**[C] STRUCTO LIVESTOCK TRUCK.** Complete with two black cows—sure to give endless pleasure to all farm minded children. Structo has designed a new modern cab with plastic seat, steering wheel, all-round windows. Metal stakes can be removed. Steel construction—baked enamel finish. White sidewall tires. 14¾ in. long overall
X 923-3511 A—3 lbs. 2 oz. .. 2.49

**[D] FARM ANIMAL SET.** Provides hours of fun for children who love animals. Lifelike farm animals durably made of washable polystyrene plastic. Set of six pieces—two horses, two cows, and two bulls. Transport these animals in your livestock trucks [C] and [E].
X 923-3628 A—Wt. 6 oz. ..... 79c

**[E] STRUCTO CATTLE TRANSPORT.** "Hit the road" with a big transport cattle truck. Carries cattle to market with ease. Detachable steel cab and cattle transport trailer have durable enamel finish. Complete with realistic whitewall tires, seat, steering wheel, windshield. Floating tandem rear wheels and adjustable dolly wheels. 22¼ in. long overall. Fill it with farm animals above [D].
X 923 3529 A—Wt. 6 lbs. .... 3.99

**[G] BUDDY L CAMPING SET.** Children can enjoy pretend-camping, boating and sightseeing with these miniatures of grown-up outfits. Steel Teepee camping trailer has plastic tent sides, fold-out bed, rubber tires. The 10 x 16 in. steel truck has a plastic camper-top with sliding windows, hinged rear drop steps, gas and water tanks. The plastic sport cruiser has twin (non-working) outboards. And there's a metal 4-wheel tilt ramp boat trailer plus a steel suburban station wagon—just imagine!
Y 923-8221 A—Wt. 11 lbs. 7 oz. Complete 5-pc. set ..... 9.88

**Camping trailer, and suburban station wagon only.**
Y 923-1846 A—Shipping weight 4 lbs. 4 oz. ..... 5.29

**Camper, cruiser, and boat trailer only.**
Y 923-8239 A—Shipping weight 4 lbs. 5.29

**[H] FORD ECONO VAN BY NYLINT.** Ford's most popular truck is perfectly scaled. Quality steel construction throughout with a rich, baked enamel finish. Features permanent trailer hitch, durable, non-marking whitewall tires chrome hub caps, doors that open and shut. Van measures 12 in. long overall
X 923-3479 A—2 lbs. 6 oz. .2.49

**[I] MILITARY "JEEP" BY TONKA.** Hours of endless fun for the boy who loves "playing soldiers." Fully equipped with steering wheel, seats in front, loading room in back. Genuine rubber tires plus a detachable spare. Chrome discs on wheels. Steel with baked enamel finish. 10½ in. long overall. Wt. 2 lbs.
X 923-1853 A ..... 1.69

**[J] TONKA "JEEP" SURREY.** Delightfully modern surrey-with-the-fringe-on-top. Rugged steel enamel-finished jeep, set off gaily by striped seats and cloth-fringed surrey. Sure to catch a youngster's eye, hold his interest. White sidewall rubber tires, chromed hub caps. Spare tire is detachable. Jeep measures 10½ in. long
X 923-3602 A—2 lbs. 5 oz.... 2.49

**[K] BUDDY L COUNTRY SQUIRE WAGON.** Rugged steel deluxe wagon has woodgrain body trim, roof luggage rack, hinged endgate, trailer ball hitch. Inside—seats, ribbed luggage deck, dashboard, steering wheel. Whitewall tires, spring suspension. 15½ in. long overall.
X 923-3552 A—2 lbs. 8 oz.... 3.44

**[P] BUDDY L HORSE VAN AND HORSES.** Authentically reproduced deluxe thoroughbred transport is feature-packed to delight any youngster. See-in bubble-top van window, opening side and back doors, loading ramps on side and rear, sliding side windows. Designed to take hard play—steel cab and chassis with high-impact plastic van. Blue Ribbon thoroughbred family consists of stallion, mare, and colt. All ride in comfort in richly appointed interior stalls—rear stalls have removable rear walls. Ten non-mar tires, plastic grill-guard and spring suspension. Van measures 23½ in. long overall
X 923-3560 A—Wt. 5 lbs. ..... 4.88

**[L] TONKA STYLESIDE AND TRAILER.** Designed to help all young farmers. All-steel pick-up hauls steel stake-trailer with lifelike polystyrene cow. End stake panels of trailer lift out for loading. Truck tailgate opens and closes. White sidewall tires and chrome wheel discs. Truck /trailer is 22¾ in. long overall
X 923-3610 A—4 lbs. 2 oz. ..3.66

**[R] TONKA CAR CARRIER.** Really four toys in one—fun for several youngsters at the same time. Carrier looks and operates like the real thing—designed to take lots of rough use. Bright enameled carrier is made of heavy-gauge steel. Lever positions ramp for loading the cars. Truck tires are made of genuine rubber with white sidewalls. Includes 2 scale model cars and 1 truck of durable plastic. Carrier and cab measure 28½ in. long
X 913-3594 A—Wt. 7 lbs. 12 oz. 5.66

**[M] STRUCTO WRECKER.** Realistically designed to satisfy any young mechanic. New modern cab has plastic seat, steering wheel, side windows (¼ of way up), rear window and wrap-around bumper. Turn winch to lift "wreck." White sidewall tires. Steel with enamel finish. Wrecker measures 13⅛ in. long overall.
X 923-3537 A—3 lbs. 8 oz.... 2.88

**[S] NYLINT KENNEL TRUCK.** This kennel on wheels includes 12 popular miniature dogs, with their own neat kennel, in a realistic scale model Ford Econo truck. Plastic kennel with a hinged top can be removed from the truck body. Durable steel truck with enamel finish. White sidewall tires. Measures 11¼ in. long overall. Shipping weight 2 lbs. 9 oz.
X 923-3461 A..... 2.88

**Save this catalog—order toys from it till Sept. 21, 1964.**

**Use Credit Command to buy NOW. See page 79 for details.**

# Scale Model road and farm equipment really works

**A 5-PC. STRUCTO HIGHWAY BUILDER SET** A dream-come-true for every boy. Everything is made of highest quality steel for tough wear-and-tear. Set includes: Dump Truck, Hi-Lift Bulldozer, Sand Loader, Sand Hopper and Road Barrier. DUMP TRUCK has a new cab-over-the-engine, seat, steering wheel, windshield, wrap-around bumper. Lever raises for dumping—body can be locked in dump position. Made with trailer hitch. 11¾ in. long. HI-LIFT BULLDOZER raises bucket by lever control. Locks in low, medium, and high positions. When lever is pulled all the way back, bucket automatically dumps. 11¼ in. long. The SAND LOADER attaches to truck, actually loads sand at the turn of a crank—11⅜ in. long. SAND HOPPER automatically loads truck, is 11⅞ in. high. Complete with ROAD BARRIER, too. Rugged colorful baked enamel finish.
X 923-3263 A—Shipping weight 7 lbs. 4 oz. ..... 5-pc. set 6.69

**Dump Truck and Sand Loader.** As described in 5-pc. set above.
X 923-3669 A—Shipping weight 5 lbs. ..... 2-pc. set 3.44

**B TONKA CONTRACTOR SET FOR LITTLE BUILDERS.** A grand set—meticulously made with real-life details. All units made of sturdy steel, with fully-operational parts. TRENCHER—all-in-one toy that digs, levels, dumps, hauls, loads. Has seat-lever that raises front bucket and dumps load; "arm"-operated back hoe scoops up sand and pivots to either side for unloading. Deep grooved tractor treads. 18¼ in. long. SAND LOADER with crank on top, endless belt, lever to raise, lower hopper. DUMP TRUCK has adjustable tailgate for straight dumping or spreading. 13⅜-in. long. ROAD GRADER is complete with scraper blade, workable steering wheels, and "floating tandem" back wheels. 17 in. long. Colorful red, yellow, and green equipment. Enamel finish. Semi-mailable—see page 81.
X 923-3230 A—Shipping weight 14 lbs. Set 10.88

**Trencher.** Sold separately. See above for detailed description.
X 923-3198 A—Shipping weight 2 lbs. 5 oz. ..... 3.69

**C STRUCTO HYDRAULIC TRAILER DUMP TRUCK.** Real hydraulic cylinder to raise and dump automatically. Cab-over-engine, seat, steering wheel, windshield, and wrap-around bumper. 20¾ in. long. Heavy gauge steel. Enamel finish.
X 923-3248 A—Shipping weight 5 lbs. 10 oz. ..... 4.29

**D NYLINT PAYLOADER FOR YOUNG ENGINEERS.** Big, scale-model picks up, lifts, and loads sand, dirt or gravel. Powerful crank hoist raises bucket 12 in.—can be tripped at any point. Steers freely. Heavy-gauge steel with baked enamel finish. 23½ in. long. Made for rugged, constructive play, priced for value.
X 923-3412 A—Shipping weight 5 lbs. ..... 5.44

**E TONKA CEMENT MIXER.** Fills through hopper on top. Mixer assembly of all-weather plastic—turns as truck moves. Cab and chassis are made of steel. Tilts by hand to pour down adjustable chute. Dual white sidewall rubber tires. 15⅜ in. long. Baked enamel finish. Excitingly realistic.
X 923-3206 A—Shipping weight 5 lbs. ..... 4.44

**G NYLINT MICHIGAN SHOVEL.** Bucket picks up full load, swings to desired spot. Boom is automatic for raising and lowering. Crane cab pivots in full circle on wide, rugged, extra-braced platform. Adjustable-screw jacks for greater stability. 31½ in. long. Heavy gauge steel with baked enamel finish. Semi-mailable—see page 81.
X 923-3339 A—Shipping wt. 8 lbs. 12 oz. ..... 7.44

**H TONKA DOZER PACKER.** Moves on deep-grooved treads—3-position adjustable blade. Detachable packer with 11 rubber tires. Lever in side opens bottom for fine spreading. 18¼ in. long. Heavy gauge steel with baked enamel finish.
X 923-3644 A—Shipping weight 3 lbs. 13 oz. ..... 3.66

**J STRUCTO HYDRAULIC DUMPER.** Modern cab with seat, steering wheel, and side windows. Rear window, wrap-around bumper. Liquid hydraulic cylinder raises, dumps at press of lever. 13 13/16 in. long. Heavy gauge steel, enamel finish.
X 923-3255 A—Shipping weight 3 lbs. 12 oz. ..... 2.88

**K TONKA ROAD GRADER.** Heavy-duty highway construction toy. All-weather cab with steering wheel that turns front wheels. Scraper blade tilts and rotates. Floating tandem' back wheels. 17 in. long. Heavy gauge steel, baked enamel finish.
X 923-3222 A—Shipping weight 4 lbs. 5 oz. ..... 4.44

**L TONKA REAL-ACTION DRAGLINE.** Performs 4 operations. Tractor moves on deep-grooved treads; cab swivels in a complete circle; bucket scoops dirt; top crank raises bucket for dumping. Heavy steel construction with nylon cables. 21¾ in. long overall. Heavy gauge steel with baked enamel finish.
X 923-3214 A—Shipping weight 3 lbs. 8 oz. 3.69

**M STRUCTO DUMP TRUCK.** Cab-over-engine design. Seat, steering wheel, windshield, wrap-around bumper. Lever raises for dumping. Body locks in dump position. White sidewall tires. 11¾ in. long. Heavy gauge steel, enamel finish.
X 923-3651 A—Shipping weight 3 lbs. 6 oz. ..... 1.99

**N TRU-SCALE PORTABLE ELEVATOR.** Moves from job to job on truck or tractor. Raised with windlass—crank turns to elevate grain or hay. Heavy gauge steel construction, baked enamel finish. 18 in. long.
X 923-3271 A—Shipping weight 1 lb. ..... 2.19

**P TRU-SCALE GRAIN DRILL.** Features 11 individual see-through grain drops. Will actually plant small seeds, such as clover. Raising-lever fertilizer bin. Heavy gauge steel, with baked enamel finish. 7 in. long.
X 923-3297 A—Shipping weight 1 lb. ..... 2.19

**6-PC. TRU SCALE MASTER FARM IMPLEMENT SET.** Basic equipment for young farmers. Includes tractor with loader attachment, flat-bed wagon, spreader, plow and wheel-carried disc harrow. TRACTOR has fingertip steering, is 8½ in. long. LOADER attaches to tractor without tools, can be used for digging, bulldozing. WAGON with auto-type steering—interchangeable grain and flat bed. Gear-driven SPREADER has beaters and wide spreader. PLOW has levers for raising and lowering. HARROW has wheels that raise and lower for discing. Steel and die cast construction, baked-enamel finish.
X 923-3321 A—Shipping weight 4 lbs. 12 oz. ..... Set 8.44

**Tru-Scale Tractor.** Sold separately—loader not included.
X 923-3313 A—Shipping wt. 1 lb. 8 oz. . . 1.66

**R TRU-SCALE MOUNTED CORN-PICKER.** Most popular farm toy around. Attaches to tractor without tools—adjustment to raise and lower for real-life action. Steel construction—baked enamel finish. 18 in. long. Tractor not incl.
X 923-3636 A—Shipping weight 1 lb. 13 oz. ..... 2.88

**S TRU-SCALE COMBINE.** Streamlined farm equipment. Adjustable grain discharge spout and cutter-bar platform. Chain-drive gathering-reel and feeder-canvas revolves while combine is drawn. Steel and die cast construction. Baked enamel finish. 13½ in. long overall.
X 923-3289 A—Shipping weight 1 lb. 4 oz. 2.88

**T TRU-SCALE BAILER.** Another real-action farm tool. Has pick-up fingers, auger-feeder, plunger-head and flywheel—all operate when machine is drawn. Steel construction—baked enamel finish. 12¼ in. long.
X 923-3305 A—Shipping weight 1 lb. 4 oz. ..... 2.66

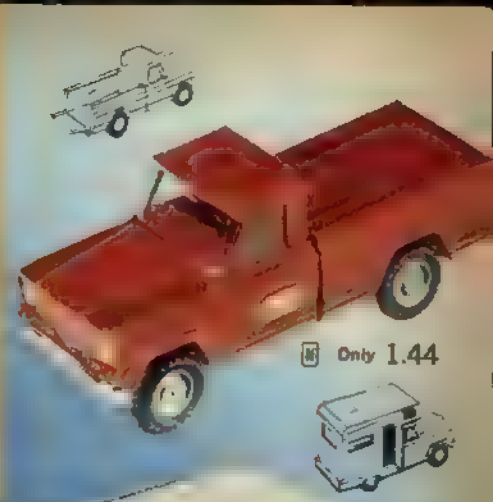
**SAVE THIS CATALOG—toys are available till Sept. 21, 1964.**

**Buy these toys on Credit Command—there's no down payment. See page 79.**

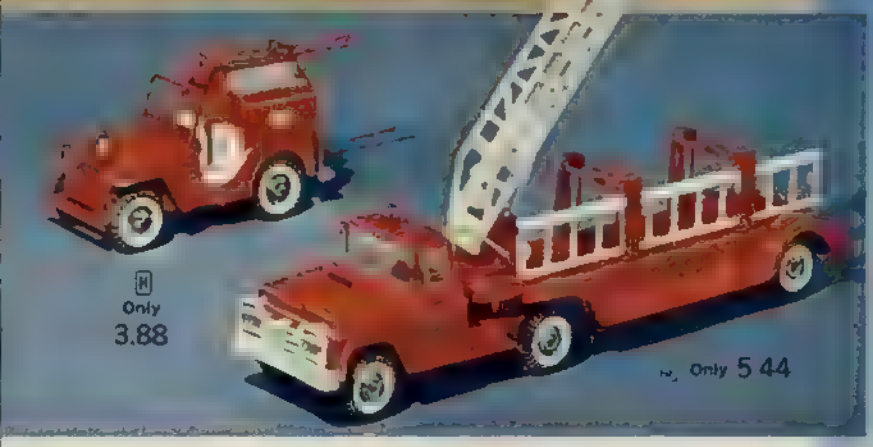
E Only 4.44

MAGIC GAS PUMP

G Only 1.39

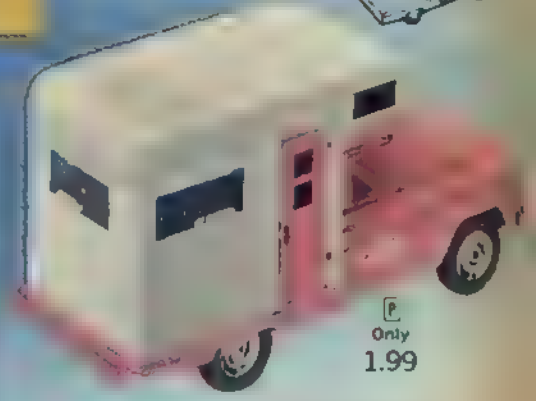


M Only 1.44



H Only 3.88

N Only 5.44



P Only 1.99

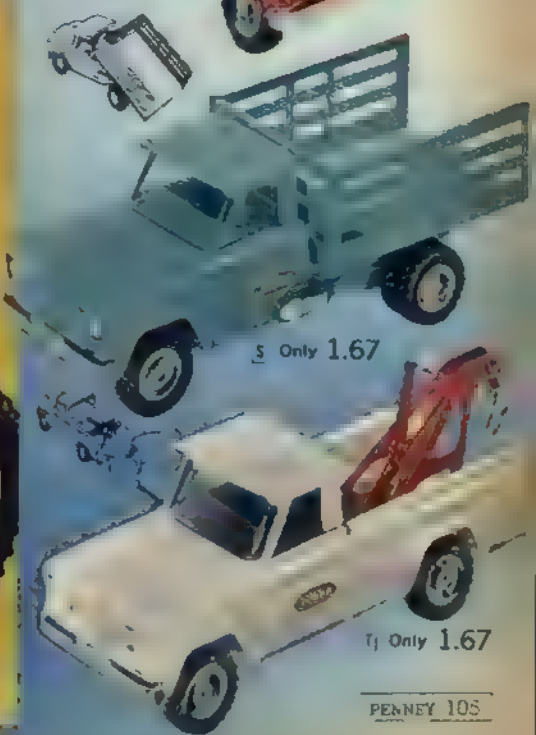
mini-Tonka

R Only 1.67

K Only 2.88

L Only 5.88

M Only 8.88



S Only 1.67

T Only 1.67

*Wind her up—*
*and she moves!*
*Cute lifelike vinyl*
*plastic face—*
*rooted hair.*
*Separate outfits*
*and accessories.*

# tiny thumbelina

SAVE THIS CATALOG—order toys now—and the year 'round. They'll be available till September 21, 1964

B 2.77

A 5.33

C 2.37 Outfit

G 3.18

H 3.18

D 2.47 Outfit

E 2.37 Outfit

J 2.13

# New Baby Dolls

## delight "little mothers"

### *Tiny Thumbelina . . . her storybook favorite*

A to J **THE WORLD OF TINY THUMBELINA.** A wonderful gift surprise that every little girl would love. Lifelike Tiny Thumbelina wriggles and moves like a real baby. And there's a variety of colorful outfits and accessories made especially for her. Each item sold separately—order the "World of Tiny Thumbelina" for your little girl to treasure.

**(A) Tiny Thumbelina Doll.** Just like a real baby—wind the knob in her back and Tiny Thumbelina wriggles and moves. Her cute baby face, arms, and legs are vinyl plastic—cuddly cloth body is plastic foam filled. Fine, fully rooted Saran hair. 14 in. high—wears organdy dress, cotton slip, diaper, and bootees. A delightful little doll that will please any "little mother."
X 921-0600 A—Wt. 1 lb. 8 oz. . . 5.33

**(B) Tiny Thumbelina Carrying Case.** Just the right size to hold Tiny Thumbelina and her wardrobe. Has a clear, show-off window for Thumbelina, clothes rack with six plastic hangers, and a roomy accessory drawer. Multicolored vinyl plastic covering illustrates the World of Tiny Thumbelina—attractive heart-print plastic lining. 14 in. high. Ready to take Thumbelina anywhere.
X 921-0675 A—Wt. 2 lbs. 11 oz. 2.77

**(C) Tiny Thumbelina Pajama Set.** Picture baby Thumbelina nestled in bed wearing this soft pajama of multicolored cotton knit. Complete set includes colorful pajamas, hot water bottle, and cute stuffed terry cloth animal. (Doll not included.)
X 921-0626 A—Wt. 4 oz. . . . . 2.37

**(D) Tiny Thumbelina Knitted Suit.** Smart, one-piece cotton knit outfit includes matching beret—ideal for baby's outings. Comes with booties and plastic rattle. (Doll not incl.)
X 921-0634 A—Wt. 4 oz. . . . . 2.47

**(E) Tiny Thumbelina Creeper Set.** Perfect outfit for playtime fun. Complete set includes soft, cotton knit shirt, solid-color creeper, multicolor trim; bootees, plastic rattle, and clothespins. (Doll not included.)
X 921-0618 A—Wt. 4 oz. . . . . 2.37

**(G) Tiny Thumbelina Rocking Crib.** Gently rock baby Thumbelina to sleep nestled in this pink and white rocking crib. Made of strong styrene plastic—colorfully decorated with tiny Thumbelina hearts. 14 in. long.
X 921-0642 A—Wt. 3 lbs. 5 oz. . 3.18

**(H) Tiny Thumbelina Check-Up Table.** Everything needed to give baby a real check-up—just like doctor does. Pretty plastic table has quilted-look top with printed "rule" for measures, metal legs with rubber tips. Also includes heart-decorated utility apron with seven pockets, a hypo, tongue depressor, scissors, thermometer, and tweezer—all plastic. 15¾ in. long.
X 921-0659 A—Wt. 2 lbs. 3 oz. .3.18

**(J) Tiny Thumbelina Deluxe Kit.** Perfect for the complete care of Tiny Thumbelina. Kit includes vinyl plastic formula graduate, sterilizer rack, heart-shaped feeding dish, four oil jars with lids, oil rack with handle top, hair brush and comb, scissors, flower-print diaper bag, two milk bottles, spoon, orange juice bottle, talc, print-pattern bottle bag. All packed in gay see-through box.
X 921-0667 A—Wt. 2 lbs. . . . 2.13

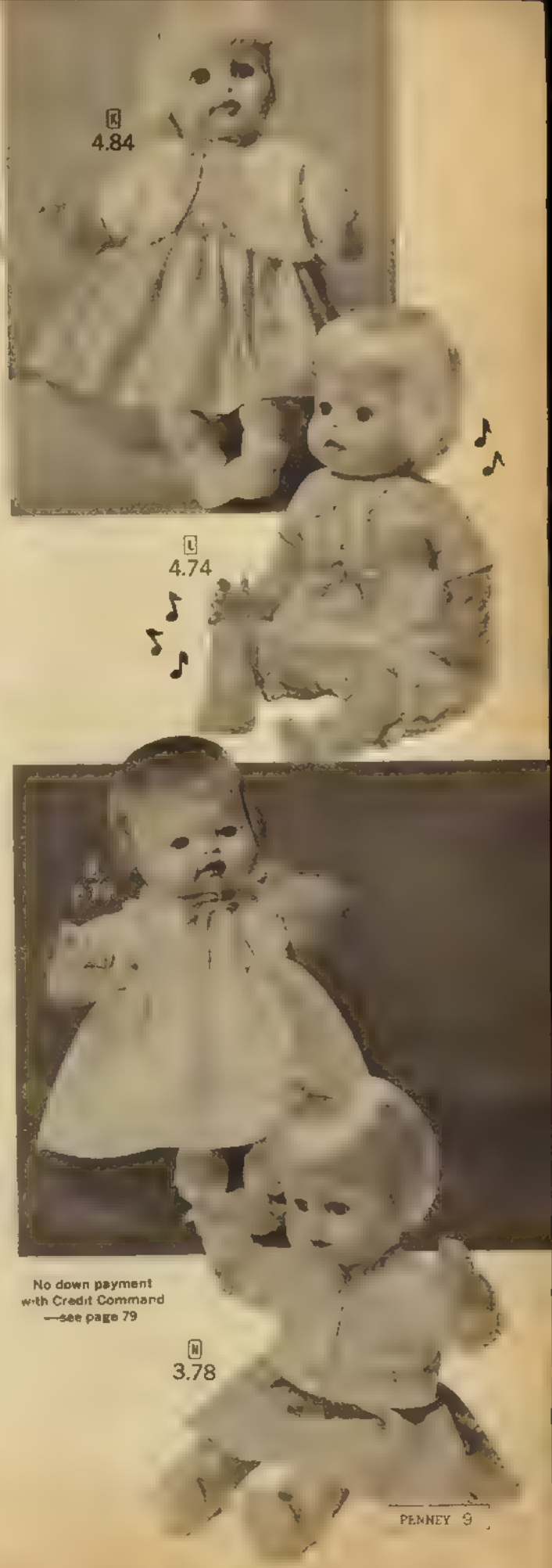
### *Cuddle-soft baby dolls—irresistible!*

K **"MAMA" BABY DOLL.** Provides many busy hours for "little mothers." So precious and lovable—baby doll cries "mama" when turned over on tummy and turned back again. With cuddly cotton stuffed cloth body, vinyl plastic head, curved arms and legs. Her sweet baby face has bright moving eyes—rooted pixie hair is made of fine Saran. Baby is 20 in. long—wears polished cotton dress trimmed with dainty picot, white fluffy jacket trimmed with wool loop edging and binding, and, of course, she wears cotton diaper and bootees. A lovable and heart-warming gift for any little girl.
X 921-0592 A—Shipping weight 3 lbs. . . . . 4.84

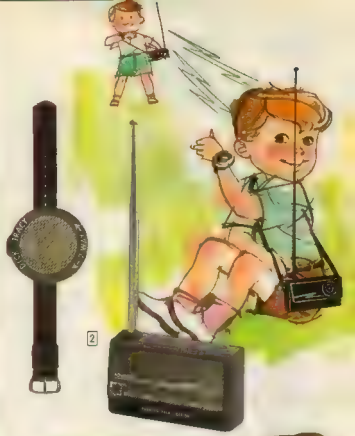
L **MUSICAL BABY DOLL.** Any little girl would be delighted to get this lovable baby doll on Christmas morning or anytime. Cuddly as a real baby—plays Brahms lullaby while head rotates, body moves. Soft cotton-stuffed cloth body with vinyl plastic head and curved arms and legs. Shiny baby eyes move—fine, rooted Saran pixie hair looks real. 16 in. high—wears pink and white checked cotton dress with embroidery, lace, and binding trim; cotton socks. Wind-up Brahms lullaby music box in back of doll.
X 921-0584 A—Shipping weight 2 lbs. 8 oz. . . . . 4.74

M **SOFT BODY BABY DOLL.** Perfect gift for any little girl. Cuddly body of cotton-stuffed cloth, vinyl plastic head, arms, and legs—Saran hair. 14 in. high—wears organdy dress with delicate bow and lace trim, matching panties, cotton bootees. Another delightful "little girl" gift from Penney's.
X 921-0568 A—Shipping weight 1 lb. 9 oz. . . . . 2.77

N **SKIN TEX BABY DOLL.** New, soft all vinyl skin-tex body and floppy arms and legs. Smiling baby face with moving eyes—soft platinum blond rooted Saran hair. Approximately 14 in. high—wears blue nylon dress trimmed with nylon lace, white knit sweater, cotton diaper and bootees.
X 921-0576 A—Shipping weight 1 lb. 11 oz. . . . . 3.78

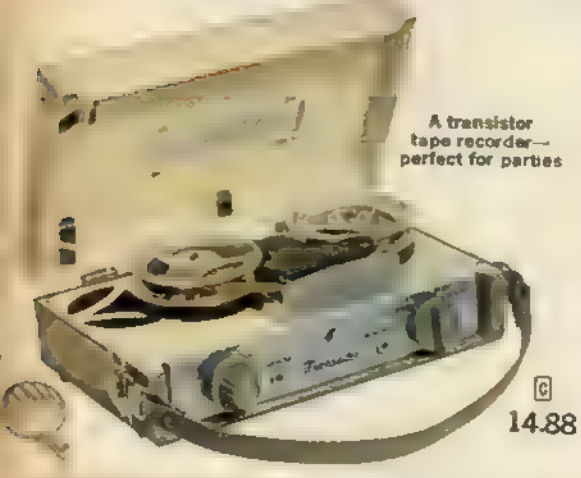



No down payment with Credit Command
—see page 79



The exciting new game that youngsters and adults both enjoy!

# Favorites of tots and teens



Keep this catalog handy for year-round ordering

# Music and stories youngsters love

**A VELVET-TONE PORTABLE PHONO.** Music at any speed—to thrill the teenager. Features new Dial-O-Matic speed selector for 16, 33⅓, 45, and 78 rpm. Quiet Whisper-Tone motor and sapphire needle for clear sound. Bright aqua/white pyroxylin-coated case. 13 x 11¼ x 5⅛ in
X 923-4139 A—Wt. 8 lbs. 4 oz.* . . . . 15 88

**B MUSIC-MAKER COMBINATION.** Includes 2-speed (45 and 78 rpm) phono in colorful pyroxylin-coated case, black metal stand, six 78 and four 45 rpm Golden Records, record repeater attachment, 50 needles, record rack. 13 x 11 x 24½ in. with stand. Semi-mailable—see page 81
X 923-4188 A—Wt. 11 lbs. 8 oz. . . . . 14.98
X 923-4196 A—Without stand. 7 lbs. . . 12 88

**C PENNCREST 4-TRANSISTOR TAPE RECORDER.** Our own quality brand. Dual-track record and playback—24 minutes on a 3-in. reel. 2½-in. speaker. Speed 3¾ ips. One-knob control for play, record, stop, rewind. Separate volume control. Earphone, microphone, 200 ft. of tape, two 3-in reels, batteries incl. Brown plastic case, carry strap
X 850-1132 A—Wt. 3 lbs. 5 oz. . . . . 14.88
**Deluxe Model.** Like above, but with these extra features: speed adjusting knob, fast forward, VU-recording meter, remote control microphone.
X 850-1181 A—Wt. 3 lbs. . . . . 28.95

**D PENNCREST FULL SIZE MANUAL PORTABLE PHONO.** Easy-to-tote portable—ideal for teens. 4-in. front speaker, metal turntable. Built-in 45 rpm adapter. Plays all 4 speeds—16⅔, 33⅓, 45, and 78 rpm. Turnover-cartridge with dual sapphire needles. Separate volume, tone control. Pyroxylin-coated wood case. 12½ x 10½ x 6⅜ in
X 853-0214 A—Red/white
X 853-0222 A—Blue/white. Wt. 10 lbs.* 18.97

**E 7-PIECE MICKEY MOUSE PHONO SET.** 2-speed phono colorfully displays Mickey Mouse on red and white pyroxylin-coated carrying case. Set also includes two 45 and two 78 rpm records, record rack, 50 needles. Dial-O-Matic speed selector, Whisper-Tone motor. 20½ x 16 x 6 in. high
X 923-4147 A—Wt. 8 lbs. 8 oz. . . Set 11.77
X 923-4154 A—Phono only. Wt. 8 lbs. 9 99

**G BEANY AND CECIL PHONO OUTFIT.** Children love this attractive set. Pyroxylin-coated phono case has full color illustrations of all the famous Beany-Cecil TV characters. Includes 2-speed phono for 45 and 78 rpm records, record rack, three 78 rpm and two 45 rpm Golden Records, 50 needles. 12 x 10½ x 5½ in. high
X 923 4162 A—Wt. 8 lbs. 8 oz. Set 12 88
X 923 4170 A—Phono only. 6 lbs. 8 oz. 11 44

**H PENNCREST 6-TRANSISTOR RADIO.** Just what teenagers want—their own transistor radio. With leather carrying case, battery, earphone, earphone carrying-case. 2¼-in. speaker, built-in ferrite-rod antenna. "Spotdial" tuning. Earphone jack. 6 transistors plus one diode—plays up to 40 hours on one standard 9-volt battery (included). Lightweight high-impact plastic case 4½ x 1⅛ x 2⅝ in. high. Made for us in Japan
X 850-0894 A—Red radio
X 850-0886 A—Blue radio
X 850-0878 A—Black radio. Wt. 14 oz. 11 64

**J PENNCREST PHONO-AM RADIO.** Our own brand . . . a combination your family will enjoy. Big 4-in. front-mounted speaker. Phono turntable has rubber record-grips, built-in 45-rpm adapter. Plays all 4 speeds. Monaural cartridge with dual sapphire needles. 5-tube AM radio chassis—ferrite rod antenna. Volume and radio tuning controls. Pyroxylin-coated wood case—11½ x 13½ x 7½ in. No down payment with Credit Command—see page 79
X 853-0230 A—Green/white
X 853-0248 A—Brown/white. Wt. 13lbs.* 28.77

**K JUKE BOX PHONOGRAPH STAND.** Combines a phonograph stand and spacious record holder in one colorful juke box. Drop-door in front has plastic handle—roomy inside holds all size records. Sturdy corrugated fiberboard with bright red, yellow, aqua musical motif on wood-grain background. 17½ x 18½ x 30⅛ in. (Phono not incl.)
X 923-4204 A—Wt. 7 lbs. . . . . 3.77

**L CHILDREN'S RECORDS AND CASE.** Twenty 45 rpm hi-fi records to delight every young star. Come with record carrying-case that holds up to 100 records. Records include popular songs, stories and Walt Disney favorites.
X 643-2975 A—Wt. 2 lbs. . . . . 3.37
Same as above except with 78 rpm hi-fi records
X 643-3015 A—Wt. 2 lbs. . . . . 3.37

**KIDDIE LP SET.** Fun-packed set of three 12-in. hi-fi 33⅓ rpm records. Includes: "Walt Disney All Time Favorites," "Kiddie Pop Parade," and "Happy Birthday Partytime."
X 643-2983 A—Wt. 1 lb. 12 oz. . 2.17
**Christmas LP Set of 3.** Includes: Gene Autry's "Rudolph the Red Nose Reindeer," "Favorites by Jack Benny and Dennis Day," the Children's Chorus singing "Drummer Boy," and many more
X 643 2991 A—Wt. 1 lb. 12 oz. . . . . 2.17
**Kiddie LP Set of 3.** Includes: "Mother Goose Favorites," "Nursery Rhymes and Stories," and "TV and Movie Favorites." Huckleberry Hound and many other kiddie TV favorites
X 643-3007 A—Wt. 1 lb. 12 oz. . . 2.17

**N CHILDREN'S RECORDS WITH ALBUM.** Twelve break-resistant 45 rpm records with 24 selections—includes: children's musical story favorites and songs. Gold-color embossed vinyl storage album holds 12 records.
X 643 3064 A—Wt. 2 lbs. . . . . 2.67
Same as above except with 78 rpm hi-fi records
X 643-3023 A—Wt. 2 lbs. . . . . 2.67

**P 45 RPM RECORDS AND RACK.** Record rack plus a selection of 12 unbreakable 45 rpm kiddie records. 39 songs which include "Doing the Hokey Pokey," "Bunny Hop," etc. Rack holds 29 records.
X 643-3049 A—Wt. 2 lbs. 12⅛ in. long . 2.67
Same as above except in 78 rpm hi-fi records
X 643-3056 A—2 lbs. 12⅛ in. long . 2.67

**R 45 RPM RECORD CASE.** Carry and store up to 100 records in this sturdy vinyl tote case. Keeps records dust free, protected. Colors: 03 red; 82 black. Be sure to state color number-and-name. 8⅛ in. long, 8⅜ in. wide, 5⅛ in. high
X 643 3031 C—Wt. 1 lb. 1.77

**Phonos operate on 110-120 volts, AC—UL listed.** *Not mailable—pay shipping on delivery

**Choose from our wide, wonderful array of records for kiddies. Buy anything in this catalog with Credit Command—no down payment, months to pay. See page 79 for details.**

A 93-piece Patioware Dinner Set—complete service for six 4.44

Your Choice
Simulated Ironstone or Bonnie Lassie Tea Set
1.77 Set

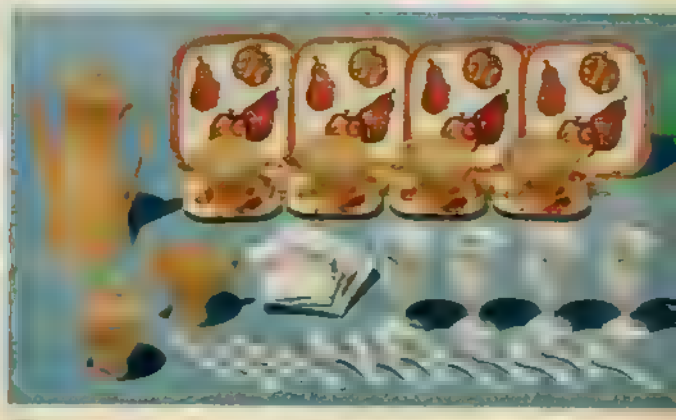
B 38-piece Simulated Ironstone Tea Set 1.77

C 47-piece Bonnie Lassie Tea Set 1.77

Your Choice
"Barbie" or "Tiny Thumbelina" Tea Set
1.99 Set

D 46-piece "Barbie" Tea Set 1.99

E 25-piece "Tiny Thumbelina" Tea Set 1.99





G 56-piece Colonial Type Tea Set 2.88

H 37 piece Fantasy Tea Set 1.33

# Tea-time Toys to delight young hostesses

**A PATIOWARE DINNER SET.** Dishes galore to delight little homemakers. Complete service for six—a total of 93 pieces in all. Pretty white plastic with floral design. Smart square shapes—like Mom's best casual ware. Set includes six each: plates, cups, saucers, goblets, butter plates, individual casseroles with covers, salad bowls, knives, forks, spoons, paper napkins. Set also has: skillet with cover and handle, casserole with cover and trivet, salad fork and spoon, salt/pepper shakers, napkin holder, sugar and creamer set, percolator with cover, handle, warming stand, plus three casseroles in assorted sizes with covers.

X 921 2085 A—Wt. 3 lbs. 6 oz. . . . . Set 4.44

**B SIMULATED IRONSTONE TEA SET.** 38 Pc. set. Just right for the little girl who loves beautiful things. Practical plastic designed with the traditional beauty of ironstone ware. Set consists of four each: plates, saucers, cups, goblets, as well as plastic knives, forks and spoons and pretty paper napkins. Also includes teapot with cover, creamer with cover, sugar bowl, and lazy Susan. Pretty blue. Plates, saucers have raised white floral pattern. Shipping weight 1 lb. 10 oz.

X 921-2093 A . . . . . Set 1.77

**C BONNIE LASSIE TEA SET.** 47-Pc. set. Service for four with pert Bonnie Lassie design—sure to please any little miss. Red and white. Consists of four each: cups, saucers, plates, goblets, tumblers, butter plates, knives, forks, and spoons. (Saucers and plates are durable metal; other items plastic.) Set also includes teapot with cover, sugar and creamer, four paper napkins and holder and salt and pepper shakers. Wt. 2 lbs. 14 oz.

X 921 2051 A . . . . . Set 1.77

**D BARBIE TEA SET.** 46-pc. set. Especially designed to please "Barbie's" young fans. Service for six in gleaming white plastic with glamorous Siamese pink accent pieces. Plates and saucers feature "Barbie" design. (Order "Barbie" doll and other accessories from pages 4 and 12.) Includes six each, plates, cups, saucers, plus knives, forks, and spoons, and paper napkins. Also includes teapot, sugar bowl and creamer tray. Shpg. wt. 1 lb. 12 oz. Order now for your little "Barbie" fan.

X 921 2077 A . . . . Set 1.99

**E TINY THUMBELINA TEA SET.** 25-Pc. set. Adds a pretty note to any tea party. Gay multi-colored set with accent pieces in bright red. Plates and saucers have lithograph of Tiny Thumbelina." (Order "Tiny Thumbelina" doll, other accessories on page 9.) Incl. 3 each: metal plates and saucers; plastic cups and tumblers; metallized plastic knives, forks, and spoons. Also plastic teapot with cover, creamer and sugar bowl.

X 921-2127 A—Shpg. wt. 2 lbs. Set 1.99

**G COLONIAL HOBNAIL TEA SET.** 58-Pc. set. Early American-style service for six. Charming plastic set with the look of milk glass—sure to be treasured by little hostesses. Set includes hobnail pitcher, creamer, sugar bowl, and two vases. Also includes six each: cherry-decorated plates, saucers, undecorated tumblers, cups, paper napkins and metallized knives, forks spoons. With salt and pepper shakers in holder that looks like toaster, pair of candlesocks. 1 lb. 10 oz.

X 921-2143 A . . . . . Set 2.88

**H FANTASY TEA SET.** 37-Pc. set. Modern design in striking orange and white sized just right for little girls and their tea time guests. Complete service for four. Set consists of the following metal pieces with fruit pattern: four plates and saucers. Four orange plastic cups. Also one coffee pot with cover, sugar bowl with cover, creamer. Plus the following in all-white plastic—four each tumblers, knives, forks, and spoons. With paper napkins. Shpg. wt. 1 lb. 6 oz.

X 921-2069 A . . . . . Set 1.33

**J 71-PC. MIRRO ALUMINUM COOK 'N' SERVE SET.** Fit for a little queen of the kitchen. Full service for 6, plus cook-and-serve utensils. Any little girl will enjoy it for years. Lightweight, durable Mirro aluminum with red trim—easy to wash, keeps its good looks with little care. Set includes toy "electric" percolator, as well as regular percolator, covered roaster, tray, pitcher, double boiler. Also 6 each: plates, cups, saucers, knives, forks, spoons, tumblers and paper napkins. So much for so little.

X 921 2119 A—Wt. 1 lb. 14 oz. . . . . Set 3.97

**K 29-PC. MIRRO ALUMINUM COOK 'N' BAKE SET.** All the equipment that any little cook could wish for. Gleaming Mirro aluminum for good results, easy cleanups. Includes two each: cake pans, pie pans, and saucepans. One each: biscuit pan, scoop, cake turner, colander, ladle, muffin pan, cookie sheet, roaster, fry pan, "pressure cooker," mixing bowl, mixing spoon, cookie turner, cookie jar—even a whistling teakettle. In addition, there are four cookie cutters in animal shapes, 3 measuring cups. She'll want to start learning to cook right away.

X 921-2101 A—Shpg. wt. 1 lb. 8 oz. . . . Set 2.97

- Wonder Perk perks!
- Just add water!
- Shuts itself off!

Save this Catalog to order toys all year.

**L WONDER PERK WITH TOY STOVE.** A toy to delight every lucky little girl who receives "Wonder Perk" as a gift. Just add water—and play percolator actually seems to perk. Stops when make-believe coffee is ready. Designed for safety too—no dangerous heat, wires, current, or moving parts to harm small hands. Works by scientific principle without batteries. High-impact plastic. With percolator cover and a make-believe hot plate.

X 921-2150 A—Shpg. wt. 1 lb. 8 oz. . Set 1.77

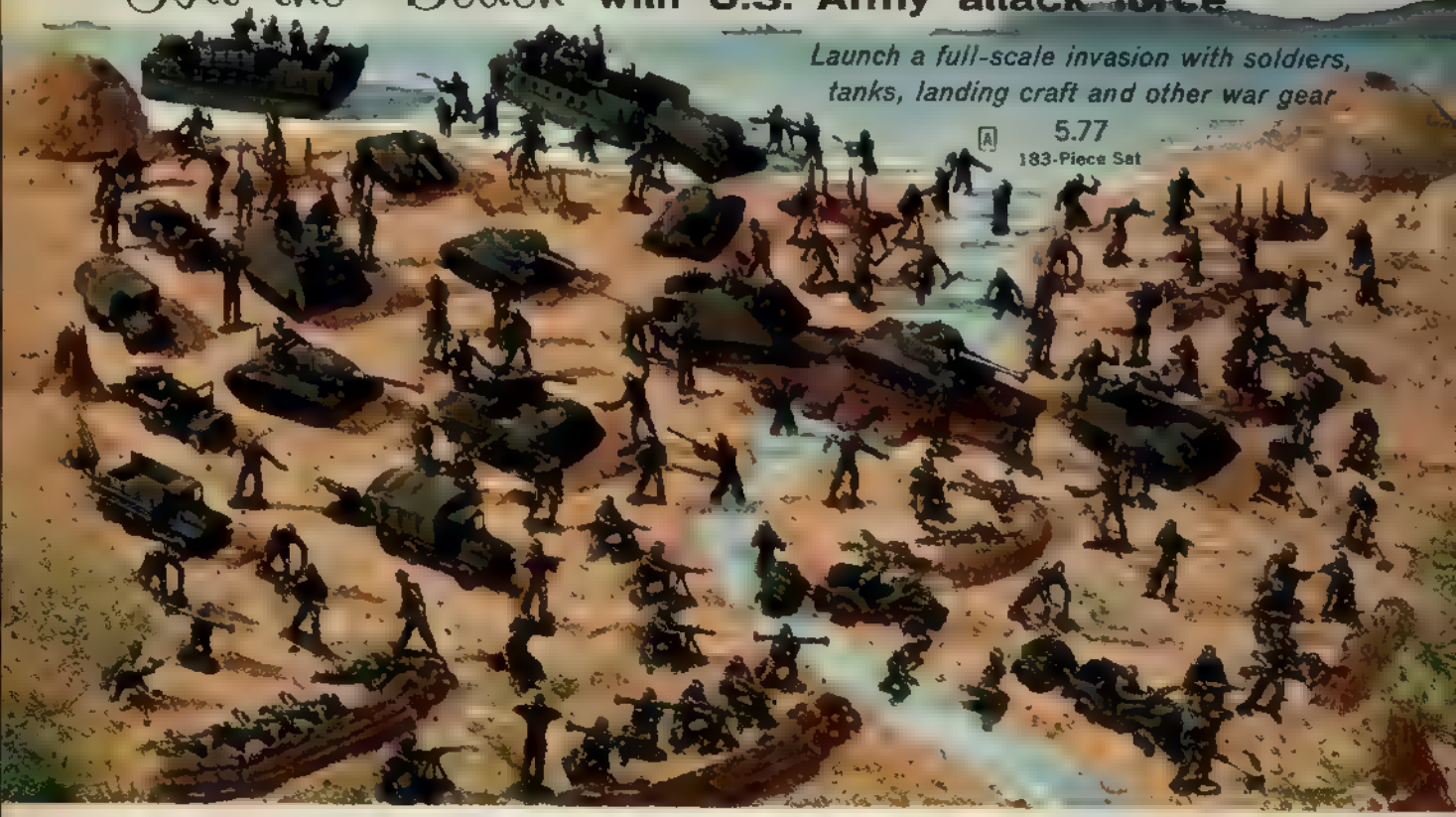
**M HOLIDAY TEA SET.** Teatime is funtime with this luxurious teatime service for four. A pretty and practical combination of metal with colorful baked-on enamel finish in floral design, and durable color-bright plastic. 35-Pc. set stays vivid through tea party after tea party. Includes metal service tray with gently scalloped edges, sugar bowl and creamer. Also includes four each: metal plates, metal saucers, plastic cups, goblets, and sherbets. Also four each: plastic knives, forks, spoons.

X 921-2135 A—Shpg. wt. 3 lbs. Set 2.77

# Hit the Beach with U.S. Army attack force

*Launch a full-scale invasion with soldiers, tanks, landing craft and other war gear*

A 5.77
183-Piece Set



*American Airlines Astro Jet Port*

hear actual airport noises!

launch BOMARC missile

B 5.77
134-Piece Set

*You operate U.S.A.F. Space Control Center*

C 3.77
Set

**Puzzled about what to get that special boy? Penneys has the answer. For the "military-minded" youngster—exciting play sets of authentically-detailed army weapons. For future pilots and spacemen—airport and space-center sets . . . replicas of latest aeronautical achievements. If your boy is a "natural-born" builder—construction sets with trucks, digging and hauling equipment that really work. Look at our thrilling array!**

# Move into Action fast with this mobile armored battle force

**[A] U.S. ARMY ATTACK FORCE.** It's D-Day—everything is set for a maximum effort against the "enemy"—you're ready for the toughest combat with this U.S. Army Attack Force Set. As "general," you command 144 soldiers in 24 different combat poses. You maneuver four M-48 tanks and two M-47 tanks—all with swivel-turrets. Two 155mm self-propelled guns and two .30 caliber machine guns provide "cover" fire for your troops. Artillery includes two trench mortars and howitzers. Your troops hit the enemy beach in two LCVP landing craft. Set also includes four supply trucks and two each personnel carriers, jeeps, trailers. A bridge with obstacles is provided to test your men's courage. Figures measure 2½ in. high. Molded in 3-dimensional plastic. An exciting gift
X 923-7231 A—Shpg. wt. 5 lbs. .....Set 5.77

**[B] AMERICAN AIRLINES ASTRO JET PORT.** What realism! Hear actual airport noises on 33⅓ rpm record! Metal terminal building has control tower, expanding boarding ramps, 2 wings. Planes incl. Boeing 707, Electra, 7 smaller aircraft, friction jet, rocket-firing jets, helicopter that actually takes off from wind-up pad. BOMARC missile can be launched from its own platform! Friction bus, 2 lithographed steel hangars, 50 airport passenger figures, flight/ground personnel, accessories. 27 x 42-in. runway holds entire set. 3-D plastic
X 923-7199 A—Wt. 7 lbs..... Set 5.77

**[C] U.S.A.F. SPACE CONTROL COMMAND.** This Command base is ready to "scramble" at a moment's notice. Nerve-center is metal Control Center, 12 x 4¼ in. wide, with roof-mounted radar tracking equipment and heliport. A battery of multi rocketed launchers and mobile "Sky-Sweeper" can swing into position to fire ground-to-air rockets. Three gantry towers stand ready to "blast-off" 3-stage ICBM missiles to any target. "Commander" missile carrier also fires giant orbital missile from its gantry. Two flying helicopters—vital for "rescue" operations—are launched automatically from their spring-powered pad. With toy astronauts, missilemen, ground crew, command jeep, flag, equipment, weapons. All pieces made of 3-D plastic, except control center
X 923-7207 A—Shpg. wt. 5 lbs.....Set 3.77

**[D] MOBILE ARMORED BATTLE FORCE.** Get set for the "big push"! Advance on the "enemy" with 20-in. long "Goliath" heavy tank. Has aluminum-barreled swivel-action cannon that shoots plastic shells. "Half-Track" tank destroyer equipped with moving shell-firing cannon. 14½-in. long "Puddle Jumper" tank automatically launches 16½-in. long scissors bridge that opens to ford streams—tank crosses over to attack. Set includes command jeep, army supply truck, toy soldiers with weapons and gear. Vehicles roll easily over "rough terrain." Sturdy plastic construction. Made for rugged play
X 923-7215 A—Shpg. wt. 5 lbs..... .Set 4.99

**[E] SUPER HIGHWAY CONSTRUCTION SET.** Boys! If you're tired of just being "sidewalk superintendents" and you want to try your hand at big-time "construction," this dig/grade/load and haul set is for you. "Hercules" crane has giant boom that raises and lowers. Six wheel chassis supports rotating cab. Bulldozer with blade has hitch for sand-carrying dump trailer. Scoop loader hauls sand; lift-dump loader has scoop that lifts dirt and sand into trucks. Road grader smooths out road with its angled blade. Clever lock-arrangement opens and closes 6¾-in. high sand and gravel hopper under which trucks are loaded. Set includes 3 open-backed hauling trucks, foreman's jeep and 14 construction-worker figures. All pieces are multi-colored, high-impact plastic
X 923-7223 A—Wt. 3 lbs. 8 oz..... Set 3.66

**Save this Catalog for your easy reference in ordering toys all year 'round—toys shown will be available until Sept. 21, 1964.**

**You need no down payment with Credit Command—see pg. 79 for complete details.**

## Boontonware

CROWN

# PATRICIAN

The most exquisite patterns and the richest colors in melamine. Craftsmanship is superb—apparent. Dishwasher safe—Guaranteed against breakage.

Meadow Spray | Scandia | Golden Grain

## Boontonware

# PATRICIAN

Distinctive patterns, most subtle accessory colors. Safe in dishwasher's hottest water. Each piece superbly crafted with extra melamine to resist breakage

Florentine | Doric | Indian Summer

## Boontonware

# SOMERSET

Permanent fashion-fresh pattern . . . lovely-lasting decorator colors. Lustrous satin-smooth finish Extra melamine for the ultimate in break-resistance.

Corsage | Shadow Leaf | Yucatan

## Boontonware

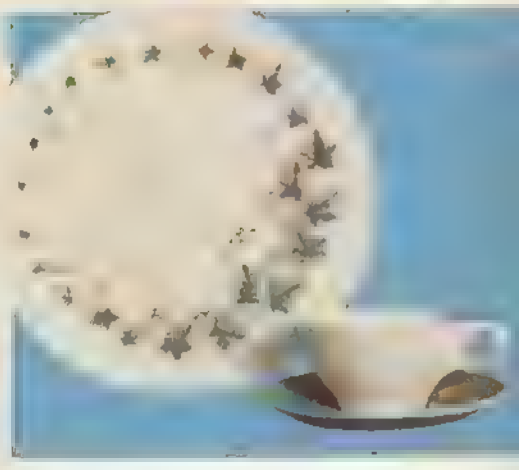
## ◀ Belle

So modern! Choice of colors! Break-resistant. Dishwasher safe. Satin-smooth finish. Colors never fade.

## Boontonware

## Ivy ▶

Each piece is made with the same special care as all other Boontonware. Pattern and color lasts . . . keep satiny smooth finish . . . dishwasher safe.



# Boontonware® finest of all melamine dinnerware

Boonton dinnerware . . . without question the finest of all melamine dinnerware, created with special elegance and fashioned with meticulous care. Very generous sizes, truly rich weight with an extra measure of melamine. All this makes Boontonware unsurpassed, and remarkably break-resistant. Dishwasher-safe, of course.

## CROWN PATRICIAN

SUPREME QUALITY FOR THOSE WHO CHOOSE THE FINEST

Unquestionably the finest. Fashioned with special elegance for those who desire the very best.

45-PC. SERVICE FOR EIGHT

Contains 8 each 10½" Dinner plate, 6½" Dessert (sandwich) plate, 6" Saucer, 8 oz. Cup, 21 oz. Soup bowl—plus 14½" Platter, 9½" Vegetable dish and 3-pc. Sugar and Creamer Set. Ship. wt. 19 lbs.

**Meadow Spray 45-Pc. Set**
Dinner plates, Dessert (sandwich) plates, Saucers and Serving Platter all are patterned. Accessories are Turquoise and Shell White
9141H3997 Retail $59.95

**Scandia 45-Pc. Set**
Dinner plates, Dessert (sandwich) plates, Saucers and Serving Platter all are patterned. Accessories are Bon Bon Pink and Shell White
9143H3997 Retail $59.95

**Golden Grain 45-Pc. Set**
Dinner plates, Dessert (sandwich) plates, Saucers and Serving Platter all are patterned. Accessories are Shell White
9144H3997 Retail $59.95

## PATRICIAN

FAVORITES FOR THE QUALITY CONSCIOUS

Outstanding in every way! Distinctive patterns; subtle accessory colors. Each piece superbly crafted with extra melamine to resist breakage. Colors and patterns are permanent. Beautiful satin-smooth finish.

45-PC. SERVICE FOR EIGHT

Contains 8 each 9¾" Dinner plate, 6½" Dessert (sandwich) plate, 12 oz. Soup (salad) bowl, 6" Saucer, 8 oz. Cup plus a Vegetable Bowl, 12½" Platter and 3-pc. Sugar and Creamer Set. (Each 45-piece set contains 25 decorated pieces.) Ship. wt. 18 lbs.

**Florentine 45-Pc. Set**
Dinner plates, Dessert (sandwich) plates, Saucers and Serving Platter all are patterned. Accessories are Olive Mist and Shell White
9491H3663 Retail $39.95

**Doric 45-Pc. Set**
Dinner plates, Dessert (sandwich) plates, Saucers and Serving Platter all are patterned. Accessories are Turquoisette and Shell White.
9492H3663 Retail $39.95

**Indian Summer 45-Pc. Set**
Dinner plates, Dessert (sandwich) plates, Saucers and Serving Platter all are patterned. Accessories are Sandalwood and Shell White.
9493H3663 Retail $39.95

## SOMERSET

FOR THE ECONOMY MINDED

They're priced within reach of everyone in this color conscious, price conscious market! Fashion-fresh patterns and lovely decorator colors. Lustrous satin-smooth finish. Permanent patterns, lasting colors.

45-PC. SERVICE FOR EIGHT

Contains 8 each 10" Dinner plate, 6" Dessert (sandwich) plate, 6" Saucer, 8 oz. Cup, 15 oz. Soup (salad) bowl—plus 12½" Platter, 8" Vegetable dish, and 3-pc. Sugar and Creamer Set. (Each 45-piece set contains 25 decorated pieces.) Ship. wt. 13 lbs.

**Corsage 45-Pc. Set**
Dinner plates, Dessert (sandwich) plates, Saucers and Serving Platter all are patterned. Accessories are Butter Yellow Pink and Shell White
9494H1997 Retail $29.95

**Shadow Leaf 45-Pc. Set**
Dinner plates, Dessert (sandwich) plates, Saucers and Serving Platter all are patterned. Accessories are Butter Yellow and Shell White
9495H1997 Retail $29.95

**Yucatan 45-Pc. Set**
Dinner plates, Dessert (sandwich) plates, Saucers and Serving Platter all are patterned. Accessories are Turquoisette and Shell White
9496H1997 Retail $29.95

## Boontonware® Belle

### MODERN SQUARE-IN-A-CIRCLE DINNERWARE

The most beautiful solid color line. Because it's different. Belle captures the exciting tempo of 20th century living in its flowing lines and square-in-a-circle design. So modern! And what a choice of colors. Dishwasher safe. Satin smooth finish. Colors never fade. Contains 8 each 10" Dinner plates, 6½" Dessert (sandwich) plates, 12 oz. Dessert (soup) bowls, 8 oz. Cups, 6" Saucers—plus 8" Vegetable dish, 12½" Platter and 3-Pc. Sugar and Creamer Set. Ship. wt. 16 lbs.

45-PC. SERVICE FOR EIGHT

9497H1957 Butter Yellow . . . . . Retail $29.95
9498H1957 Bon-Bon Pink . . . . . Retail $29.95
9499H1957 Turquoisette . . . . . Retail $29.95
9500H1957 Shell White . . . . . Retail $29.95
9501H1957—Harlequin (mixed colors) . . . . . Retail $29.95

SPECIAL SERVICE PIECE ASSORTMENT

Contains 8" Divided Vegetable Serving Dish, Vegetable Dish Cover, Pickle Dish, Sugar and Pepper Set, Salad Set, Cake Server, Salad Servers or Harlequin. Ship wt. 4 lbs.

8252H1057 Butter Yellow.
8253H1057 Bon Bon Pink.
8254H1057 Turquoisette.
8255H1057 Shell White
8256H1057 — Harlequin (Mixed colors)
Specify color when ordering. Retail $15.85

## Boontonware® Special

"IVY" 45-PC. SERVICE FOR EIGHT

Each piece is made with the same perfection as all other Boontonware. The lovely patterns and colors lasts. They keep their satiny smooth luster. They're dishwasher safe, too.

45-PC. SERVICE FOR EIGHT

Contains 8 each 10" Dinner Plate, 6½" Dessert (sandwich) plate, 6" Saucer, 8 oz. Cup, 15 oz. Dessert (soup) bowl, 12½" Platter, 8" Vegetable Dish and 3-pc. Sugar and Creamer Set. Decorated Dinner Plates, Platter, Olive Mist Dessert (sandwich) Plates, Saucers, White Cups, Bowls, Olive Mist Sugar and Creamer Set and White Ice. Ship. wt. 11 lbs.

9502H1330 Retail $19.95

**Written Guarantee Against Breakage on All Boontonware**

# INSTANT

## you don't have to "wind-up"

It isn't always how many "horses" you have — it's what kind.

Some "horses" need a running start.

Evinrude "horses" don't. Which means that more of the total power is available for acceleration. Engineers have a term for it — high-torque power.

Automobiles have it to scoot you away when the light turns green. Airplanes depend on it to lift you into the wild blue.

Marine engines need it — especially. To get over the "planing hump." To handle loads. To pull skiers out without arm-wearying tows. To run against wind and sea.

When an engine has high-torque power, you get "on plane" without strain — and you do it with fewer "horses." Once you're planing, you've got it made. It takes less power to cruise a boat than it does to get it "on top" — just as it takes less power to fly a plane after it's airborne.

With fewer "horses" in the barn, feed bills are lower. Maintenance costs are low, too. A high-torque engine

## an Evinrude to make it GO!

is a slow turning engine. A slow turning engine is a smooth engine. It's quiet and it lasts a long, long time.

Any disadvantages? Sure. For one thing, we don't burn up the racing circuit the way we used to do when we were building a special line of low-torque, high RPM racing engines.

We don't sell nearly so many spare parts, either. But we do offer you a *two-year warranty* — first in the marine industry.

Get the full power story. Send for free 24-page catalog. Write Evinrude Motors, 4024 N. 27th St., Milwaukee 16, Wis. *Division of Outboard Marine Corp.*

**EVINRUDE**

FIRST IN OUTBOARDS

# Herschede and Revere Clocks

Beautiful Timepieces to Last a Lifetime.

**"Revere"**

**1165N3300 — Westminster chime electric clock.** May be used for mantel, table or desk. Mahogany, or Walnut finished case frames a handsome Silver finished dial with cut-out center, Gold color hands and bezel. 6¾" high, 16½" wide, 4" deep. Specify finish.

**Retail $55.00**

**Revere "Danbury"**

**1881N3480—Electric clock** with Westminster chimes every quarter hour. For mantel, table or desk. Mahogany case with matched striped front and base. Cut-out center dial silver finished with Black figures and Gold hands. 7½" high, 19½" wide, 4½" deep.

**Retail $58.00**

**Revere "Brighton"**

**2178N4380** Westminster Chime electric mantel clock. Smartly modern in every line, with a mahogany case and Bird's-Eye Maple panels. Satin silver-finished dial has raised numerals. 8" high, 20¼" wide, 5" deep. **Retail $73.00**

HERSCHEDE

Accurate Movements

REVERE

Westminster Chimes all quarters or 3-Rod Strike on hour and half hour. Silvered dial, polished brass bezel, black numerals and serpentine hands. Brass top ornament. 10" high, 13½" wide, 4½" deep. Available in Mahogany, or Cherry finish. Specify.

**2179N4200—Revere "Washington,"** Chime Electric. **Retail $70.00**

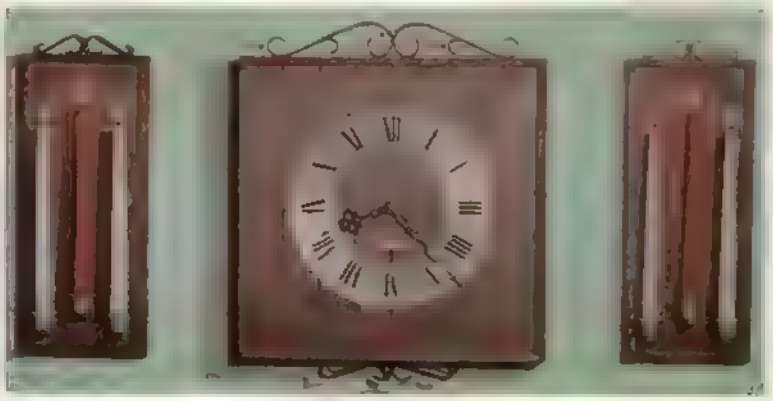
**2180N4500—Herschede "Quincy,"** Chime 8 Day, Pendulum movement. **Retail $75.00**

**2181N3780—Herschede "Quincy,"** Strike 8-Day Pendulum movement. **Retail $63.00**

**2182N1470—Herschede "Midland"** Electric Timepiece only. Beauty of style and workmanship, coupled with unfaltering accuracy, is characteristic of fine Herschede clocks. Cherry finished case, traditionally styled. Polished brass bezel with black numerals and hands. 8" high, 6" wide, 3½" deep. **Retail $24.50**

## WALL CLOCKS

### Beautifully Styled Traditional and Modern Pieces



**Herschede "Prescott"**

**2183N5400** 8 Day, 4-Jewel Pull Wind Timepiece Movement. Clock and scales of walnut wood with oil finish and Black pen decorations. Clock has black serpentine hands, silver numeral circle with filigree center decoration. Clock 19½" high, 16½" wide, 2¾" deep. "Candles not included."

**Retail $90.00**

**Herschede "Roxbury"**

**1878N5880**—8 Day Decorator's Wall Clock designed to fit today's home. Hour and half hour strike on bell. Ivory dial, with hand decorations in Black. Swinging pendulum, weight shells and chain are brass. Available in Cherry, Mahogany or Walnut. 16⅝" high, 5⅝" wide, and 5⅜" deep. Specify finish.

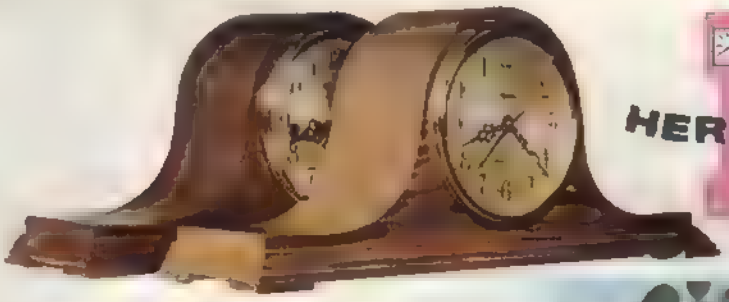
**Retail $98.00**

**Herschede "Winthrop"**

**1910N4500 — Traditionally** styled wall clock is available in walnut, mahogany or cherry. Westminster chimes, all quarters. 8-day, keywound 16⅝" high, 9⅝" wide, 5⅜" deep. Specify finish. **Retail $75.00**



**All Clocks Subject to 10% Federal Excise Tax**



HERSCHEDE

Herschede "Carmargo"

1697N2700—Tastefully designed Electric Westminster Chime Clock in traditional Mahogany or Walnut finish adds a charming touch. Raised Black numerals. Ivory dial is pleasing contrast. 8" high, 13¼" wide, 3½" deep. Specify finish. Retail $45.00

"Lexington"

Westminster Chimes all quarters or 3-Rod Strike on hour and half hour. Silvered dial, brass bezel. 19" wide, 7¾" high, 4¾" deep. Mahogany or Walnut. Specify.

1561N3000—Herschede "Lexington" Chime, 8-day $65.00
2077N3000—Revere "Jamestown" Chime electric 61.00
1547N3120—Herschede "Lexington" Strike, 8-day 52.00

Revere "Carthage"

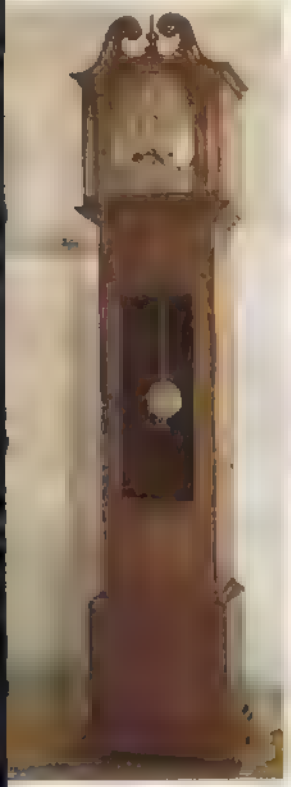
1956N3480—Electric chime clock. Early American styling. Arched rich mahogany case with cut-out center dial. The famous Westminster chimes. 10⅛" high, 7⅛" wide, 4⅛" deep. Retail $58.00

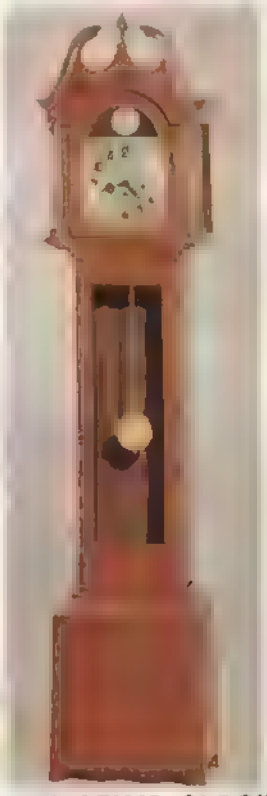
Herschede "Jefferson"

1879N5280 — Early 19th Century design. An eight-day clock with Westminster chimes that strike each quarter hour. Swinging pendulum of polished Brass. Appropriate dial and ornate hands encased under glass. Available in Mahogany, Knotty Pine or Cherry. 21" high, 11" wide, 5¾" deep. Specify finish. Retail $88.00

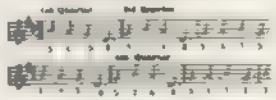
Herschede "Warren"

2177N2700—Electric 4 quarter Westminster Chime Clock with cherry finish case. White dial, polished brass bezel and sweep second hand. Black numerals and hands. Brass top ornament. 8" high, 6¾" wide, 4½" deep. Retail $45.00





*Lord, through this hour*
*Be thou our guide*
*So, by thy power*
*No foot shall slide.*



Westminster Chimes. Traditionally ring from the Victoria Clock of the House of Parliament, these beloved chimes are correctly reproduced on four tubular bells. The original melodic inspiration is to be found in the fifth bar of Handel's magnificent symphony "I Know That My Redeemer Liveth."

## FLOOR CLOCKS

### Grandmother Clocks

Lightly scaled, traditional design with slim modern lines.

"Newton" and "Hanover" models, available in Mahogany, Maple or Cherry. Gold color scroll dial, spun Silver numeral circle. 71½" high, 15½" wide, 9¾" deep. Dependable movement. Ship. wt. 40 lbs. F.O.B. Miss. Factory. Specify finish.

1913NF11700—Herschede "Newton" Westminster chimes on symphony chimetone rods. 8-day, key wind, pendulum movement. Retail $195.00
1914NF11700 — Revere "Hanover" Westminster chimes on symphony chimetone rods. Electric movement with swinging pendulum. Retail $195.00

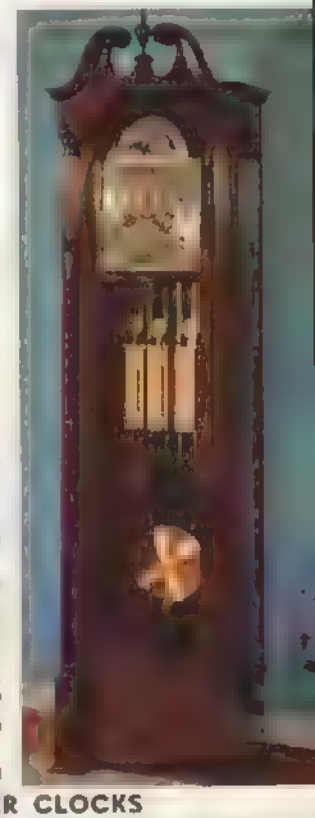
"Plymouth" and "Concord" models, brass dials with Silver numeral circle. Black numbers and Black serpentine hands. Gold color filigree corner decorations and top arch ornament. 73" high, 16" wide, 9¾" deep. Available with Cherry or Mahogany Wood and finish. Specify Finish. Ship. wt. 55 lbs. F.O.B. Miss. Factory.

2183NF13000—Herschede "Plymouth" Westminster Chimes on symphony chimetone rods. 8-day, key-wind movement. Retail $250.00
2184NF13000—Revere "Concord." Same as above with electric movement, and swinging pendulum. Retail $250.00

### Grandfather Clocks

Genuine Honduras Mahogany cases with delicately beaded columns and overlay trim. 80" high, 20½" wide, 12" deep. Dependable movement clock. Ship. wt. approx. 210 lbs. F.O.B. Miss. Factory.

1751NF41760—Herschede "Whittier," Westminster Canterbury and Whittington chimes on 8 tubular bells. 8-day movement. Retail $1025.00
1752NF41760—Herschede "Whittier," Westminster chimes on 5 tubular bells. 8-day movement. Retail $763.00
1812NF39060—Revere "Pilgrim," Westminster chimes on 5 tubular bells. Electric movement. Retail $865.00



**GRANDMOTHER CLOCKS**

HERSCHEDE "NEWTON"
8-Day Key Wind
REVERE "HANOVER"
Electric

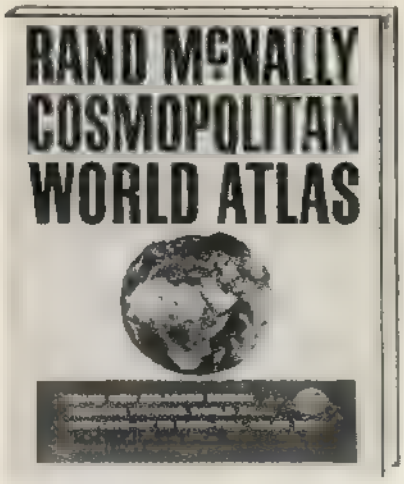
HERSCHEDE "PLYMOUTH"
8-Day, Key Wind
REVERE "CONCORD"
Electric

**GRANDFATHER CLOCKS**

HERSCHEDE "WHITTIER"
8 Day, Key Wind
REVERE "PILGRIM"
Electric

**Prices Do Not Include 10% Federal Excise Tax**

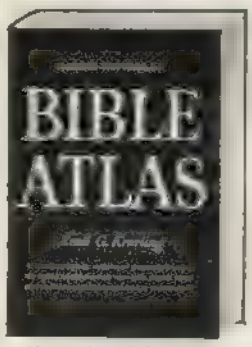
# Atlases and Globes




**Rand McNally**
**Cosmopolitan World Atlas**

- Full Color Maps and Charts
- Latest Population Figures

716N1121 -This completely new edition has more new full color maps and charts (192 pages) and is more extensively improved and expanded than any previous edition. 1 page section of maps, charts and photos showing a more comprehensive picture of the universe and man's activities such as the Mercury and Apollo projects. 14 pages of precise shaded relief maps. Capsule comments on all accredited 4-year universities and colleges (nearly 1600) in the United States. Location, enrollment, founding date, area of specialization, degrees conferred, are some of the facts presented. **Retail $14.95**

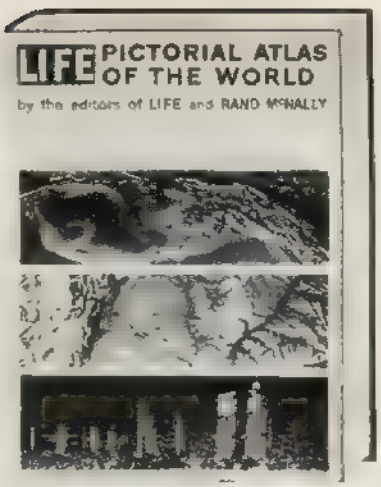



**Rand McNally Bible Atlas**

558N671 — The Bible Atlas that contains 40 pages of completely new, full color maps, 300 photographs, illustrations and sketch maps. As an important reference for the home and church this Bible locates hundreds of places discussed in both the Old and New Testament and tells of their significance in Biblical history. **Retail $8.95**

**Collegiate World Atlas**

699N321 - Beautiful full color maps with comprehensive index. A completely up-to-date book with hundreds of uses. Has 178 pages of full color political maps and 30 pages of full color historical maps covering the entire world. Comprehensive index to more than 38,000 places gives the final 1960 census figures for all U.S. cities and the latest population figures for all other world places. 416 pages in all. 7¾"x9¾". Cloth bound. **Retail $6.95**

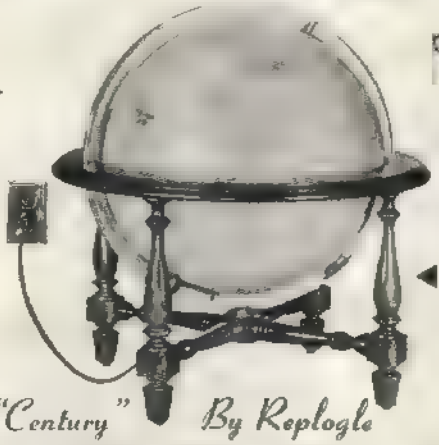



**Life Pictorial Atlas**

- 600 Pages Total
- 440 in Full Color
- 280 Pages of Color Maps
- 50 Pages of Man in Space

709N2290—The first really new atlas in decades. A big, LIFE size book with completely new full-color maps and illustrations, 110 color pages of on-the-spot LIFE photographs. Hundreds of new thematic maps and charts. Comprehensive index complete with final census figures. Bound in sturdy Fabrikoid. Size 10 ¼"x13¾". **Retail $35.00**

HAND CARVED SOLID WALNUT BASE

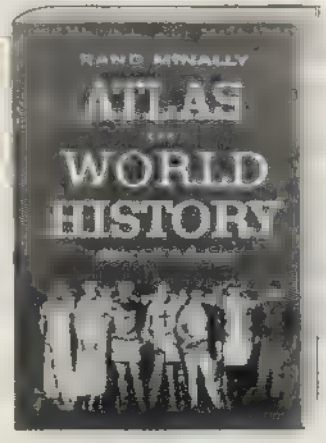


CLASSIC STYLE TABLE MODEL 12"

ILLUMINATED REPLOGLE GLOBE

## The "Century" By Replogle

718NN3041—A proud and lasting possession for those who admire the finer additions in a globe. Beautiful 12-inch Replogle illuminated globe rests in an authentic reproduction of a century-old globe mounting. The base of rich-tone solid Walnut is intricately hand carved and rubbed. All place names on the 10 color globe stand out brilliantly clear when globe is illuminated. Includes 32-page book of globe uses and games, "The Story of the Globe." Ht. 1'". Ship wt 13 lbs. **Retail $49.95**




**Rand McNally Atlas of World History**

614N581 New and comprehensive Atlas that covers all of World History from ancient times to the end of World War II. The entire history of the world is here treated in graphic form with authority, accuracy, and is completely understandable. **Retail $6.95**

## RAND McNALLY "COSMOPOLITAN"

- 16" Illuminated Globe
- Full Meridian
- Floor Stand

An outstanding floor stand one of the finest Rand McNally 16" globes. Globe map is precisely accurate and completely up-to-date, a most dependable reference source. Full meridian ring, finish in brass, has degrees of latitude on one side, scale in miles on the other. **F.O.B. Indiana factory.** Ship. wt. 29 lbs

634NF9900—Mahogany finish. Illuminated. **Retail $165.00**
702NF9900—Fruitwood finish. Illuminated. **Retail $165.00**
717NF9900—Oil Walnut Finish. Illuminated. **Retail $165.00**

Illuminated Globes

## The "HAMILTON" by Replogle

613NF8540 — Choose this huge 16-in. illuminated globe for a lifetime of valuable reference and superb beauty! Over 50 inches around; more than 9000 place names. Rests in a pedestal cradle base of genuine walnut. Movable brass-plated meridian. 12 pg. book included. Ht. 19½" wt 39 lbs. **F.O.B. Illinois Factory. Retail $140.00**

Superbly Hand Crafted

## The "TRADITIONAL" by Rand McNally

83NF2728 — This beautiful floor stand model is as useful as it is attractive. The 12" globe is mounted on a Duncan Phyfe base with rich walnut finish. The globe is set in a movable full meridian ring of lustrous copper finish and accurately details place names in large clear type to conform to Rand McNally's highest cartographic standards. Illuminated. Ht. 33" Wt 13 lbs. **F.O.B. Illinois Factory. Retail $39.95**



**Buy From a Responsible Firm—Bennett Brothers Guarantee Satisfaction**

# WORLD GLOBES

**For A Complete World Reference,** new 300 page atlas is combined with a big 12" globe in one handy unit. Detailed 16-color globe shows every place in true relationship and atlas has large U.S. and foreign country maps, statistics, pronunciations, other valuable world information. New 64 Page 1960 Census Supplement included. Finished in Walnut wood grain. Brass finished full meridian for quick location of places on globe. 72-page book of globe uses and games included. Ht. 17", wt. 7½ lbs.

60ANN1634 **Retail $16.95**

60ANN1827 Same as above, illuminated. Wt. 9 lbs. **Retail $29.95**

## ILLUMINATED 12 INCH WORLD GLOBE

**70ANN1200** Decorative 12" Replogle handcrafted illuminated globe with transitional mounting, expertly plated in rich satin brass. Accurate, up-to-date 10-color globe shows thousands of important and current place names in large, easy-to-read type. Numbered meridian locates places quickly and easily. Globe ball is of exceptionally strong, lightweight, hard plastic that is virtually indestructible. Operates on AC or DC, 110 volts. 32-page book of globe uses and games included. Ht. 18½", Wt. 6½ lbs. **Retail $28.95**

## "SATELLITE" 12" WORLD GLOBE

**70ANN1695**—Track the Paths of Satellites as they orbit the earth with the new greatly detailed 12" Replogle Globe. Accurate, up-to-date 10-color globe shows thousands of important and current place names in large easy-to-read type. Has glossy washable satin finish. Comes with two miniature satellites, removable orbit ring and informative 32-page book "The Story of Earth Satellites." Deluxe 36 page book of globe uses and games also included. Globe has exciting Gyro-Matic mounting plated in Chrome. Swings any area of the map into immediate view. Ht. 16½", wt. 6½ lbs. **Retail $17.95**

## DELUXE ILLUMINATED WORLD GLOBE

**66ANN2047** Deluxe 12" "Starlight" Illuminated globe by Replogle, with a complete 400-page world atlas, 64 page 1960 Census Supplement. Inclosed [illegible] for globe illustrates a view of the earth from [illegible] a starburst. Hand crafted for utmost accuracy shows all the latest formations. Globe ball is high weight, durable hard plastic. Atlas has large full-color detailed foreign country maps and U.S. Maps. Lustrous Ebony finished base. Operates on AC or DC, 110 volts. Full numbered meridian plated in gleaming chrome. Ht. 16½" Wt. 12 lbs. **Retail $49.95**

## SCHOOL AGE 12" GLOBE

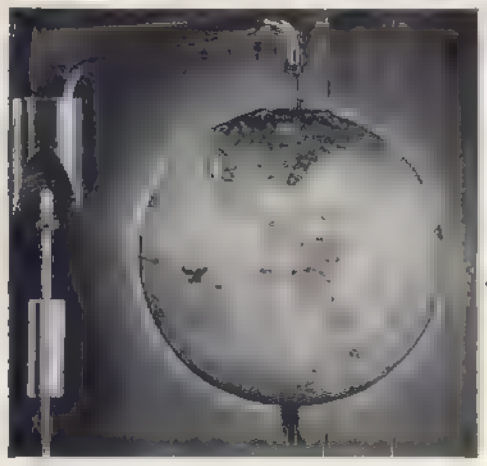
**60ANN668**—Children Learn Faster . . . Understand More with this large sturdy 12" Replogle Globe. Accurate up-to-date, 10-color map with glossy, washable surface. Add page names in large easy-to-read type. Full numbered meridian [illegible] quickly to [illegible] over North pole tells time around the world. 72-page book "The Story of the Globe" included. Ht. 16", Wt. 6 lbs. **Retail $16.95**

EXCLUSIVE DESIGN FLOOR MODEL ILLUMINATED WORLD GLOBE

*HANDSOME WALNUT FINISHED WOODEN FLOOR STAND*

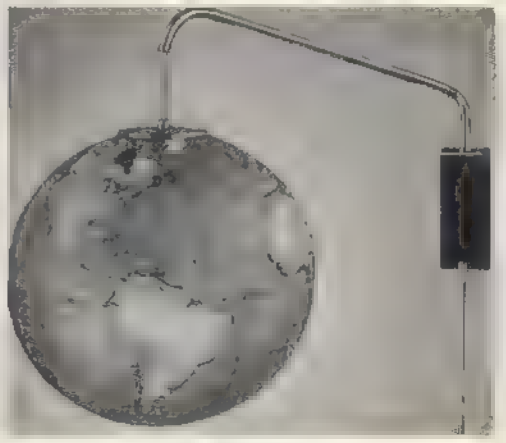
THE "CENTENNIAL" BY RAND McNALLY

**60ANN1217**—You Can feel the Mountains on this new 12" Replogle globe [illegible] raised relief. Beautifully [illegible] colors [illegible] from the inside of the earth between its [illegible] crust make it easy to understand how [illegible] plate [illegible] can be related to the flow of great rivers, the location of large [illegible]. Map in 10 beautiful, decorator colors shows thousands of important place names. Hand rubbed solid walnut base [illegible] book of globe uses and games included. Ht. 15" Wt. [illegible] lbs. **Retail $19.95**



**66ANN2427**—Valuable world reference in a smart new home accessory. Deluxe 12" Replogle illuminated globe with new, space saving [illegible] design in solid walnut and gleaming brass. Thousands of place names on the large, up-to-date 10-color globe in clear, easy to read type. Beautiful, hand crafted [illegible] globe is illuminated. Superbly [illegible] for most any gray globe [illegible] the youngest child to use. Operates on AC or DC 110 volts. Wt. 8 lbs. 32-page book of globe uses included. **Retail $39.95**

**70ANF1350**—The magnificent Centennial is an exclusive Edward J. Wormley design. The 16" Globe is mounted on a full meridian of satin-finish brass which rotates on roller bearing so that any part of the globe can be brought to view. Post and center support are solid brass, finished in polished chrome. Brass [illegible] are [illegible] in the [illegible]. H. 33" Wt. 22 lbs. **F.O.B. Indiana Factory. Retail $250.00**



## THE "EARTH-LITE" BY RAND McNALLY

**70ANN1887**—This handsome 12" illuminated pull down model combines the useful features of an illuminated globe and a wall lamp. The light shines through the bottom of the globe casting the brilliance of a lamp and at the same time illuminates the durable plastic from within. **Retail $29.95**

# MELAMINE

## Sets the Festive Board

## Gift-Perfect Sets Cut 15% to 30%

- Save $2 to $18 During Christmas Sale of Stylehouse Melamine Services for 4, 8 or 12
- Guaranteed 2 Years . . . Replaced FREE if it Chips, Cracks or Breaks in Normal Use
- High-Fashion, Color-Accented Patterns . . Fadeproof, Detergentproof, Dishwasher-Safe
- 14 More Melamine Patterns, Set Compositions, Open Stock in Wards Big Fall Catalog

**(A) SAVE 30% on 45-Pc. Set** Was $28.50 **$19.88** **(B) (C)** Were $28.50 **$23.88** 45-Pc. Set

**(A) (B) (C) With Flamboyant Color,** big 10-in. dinner plates and cups with ultra stain-resistant finish, these are patterns of functional beauty. Flat pieces pattern decorated others are solid color. (A) Oriole Rose has matching "Little Miss" Set—see (G). *Order regular sets from table below.*

**(D) (E)** Were $34.95 **$28.88** 45-Pc. Set **(F)** Was $44.95 **$37.88** 45-Pc. Set

**(D) (E) Color Drama** for your smartest settings. 2-tone colors on cups, soups (and serving bowl of D); other holloware 1-color; flatware is dramatically patterned. All sets include cups with stain-defying finish and 10-in. dinner plates. *Order all sets from table below.*

**(F) China-Like Translucency!** Elegant gleaming gold pattern on flat pieces, others soft ivory. Luxuriously styled with over-size, 10½-in. dinner plates; virtually stain-resistant cups; platter and divided serving bowl with easy-serve hidden handles. *Order from table below.*

| *State:* Pattern Name, Catalog Number, Ship. wt. | 16-Pc. Set Serves 4 Ship. wt. 5 lbs. | | | 45-Pc. Set Serves 8 Ship. wt. 15 lbs. | | | 65-Pc. Set Serves 12 Ship. wt. 23 lbs. | | |
|---|---|---|---|---|---|---|---|---|---|
| | Cat. No. | Was | Now | Cat. No. | Was | Now | Cat. No. | Was | Now |
| A—Oriole Rose | 77 W 8126 | $13.95 | $9.88 | 77 W 8127M | $28.50 | $19.88 | 77 W 8128MB | $39.95 | $32.88 |
| B—Snowflowers | 77 W 8131 | 11.95 | 9.88 | 77 W 8132M | 28.50 | 23.88 | 77 W 8133MB | 39.95 | 32.88 |
| C—Erin | 77 W 8136 | 11.95 | 9.88 | 77 W 8137M | 28.50 | 23.88 | 77 W 8138MB | 39.95 | 32.88 |
| D—Diana | 77 W 8146 | 12.95 | 10.88 | 77 W 8147M | 34.95 | 28.88 | 77 W 8148MB | 49.95 | 39.88 |
| E—Bucks County | 77 W 8141 | 12.95 | 10.88 | 77 W 8142M | 34.95 | 28.88 | 77 W 8143MB | 49.95 | 39.88 |
| F—Lili D'or | 77 W 8156 | 14.95 | 11.88 | 77 W 8157M | 44.95 | 37.88 | 77 W 8158MB | 62.95 | 44.88 |

### Little Miss $8.98 20-Pc. Jr. Set

**(G) For the Little Miss 2 to 8 years old . . .** a grown-up dinner set for her parties, or a service to match Mother's (A above) when she shares family meals. 4 each decorated 8-inch Plates, pink Dessert-Cereal Bowls and Demi-Cups, white Saucers and 5-oz. Tumblers—all sized for little hands in guaranteed Melamine.
77 T 22506—Ship. wt. 4 lbs.. 20-Pc. Set. $8.98

### Stemware $6.49, Tumblers $4.49 8-Pc. Set

**(H) Sparkling Color Accents** for pretty settings in break-resistant ware. Special gift at low Ward price. *State* color and color number: Cranberry (29), Avocado (48), Amber (37).

77 T 22500—**Set of 8 Goblets.** Wt. 3 lbs.. **$6.49**
77 T 22501—**Set of 8 Sherbets.** Wt. 3 lbs. **6.49**
77 T 22502—**Set of 8 Tumblers.** Wt. 3 lbs.. **4.49**

### Complete Table Service $18.88 69-Pc. Set

**(I) "Cinderella"**—gleaming white Melamine dinnerware sparked by gold-flecked transparent plastic tumblers in 8 decorator shades. Christmas special includes 8 each: Dinner Plates, Cups, Saucers, Cereal-Soup Bowls, Bread-Butters, 12-oz., 9-oz. and 6-oz. Tumblers; Platter, Vegetable Bowl, Sugar, Creamer.
77 T 21001M-69 Pc Set. Ship. wt. 17 lbs. **$18.88**

### Yogi Bear and Friends $1.98 3-Pc. Set

**(K) All Kids Love Yogi** . . . they'll love you too, if your gift to them is this practical Melamine set that takes abuse and stays bright—and all in one piece year after year. 7-inch Plate shows Yogi and his friends; Tumbler decorated with waggish Huckleberry Hound; Bowl with the Mascot. Order sets now for favorite boys, girls.
77 T 8053—Ship. wt. 1 lb.. . . .3-Pc. Set **$1.98**

- Handsome American Colonial Reproductions
- Functional Beauty in Snowy White Milk Glass
- Embossed in Traditional Harvest Grape Pattern
- Charming Gifts for a Tight Christmas Budget
- See Page 1138 in Wards Big Fall Catalog for More Gift Ideas in Ever-Popular Milk Glass

**(1) Punch Set . . . Exceptional Value!** Generous-sized, 8½-qt. Bowl, 12 Cups, 12 Cup Hooks and plastic serving Ladle.
77 T 23013 M—*Mailable.* Ship. wt. 9 lbs..... Set **$4.49**

**(2) Sugar and Creamer.** Each about 2¾ inches high.
77 T 23016—Ship. wt. 1 lb. 12 oz.. . . . . Set **$2.39**

**(3) Covered Candy Jar**—or use without cover as planter.
77 T 23015—About 7½ in. high. Ship. wt. 3 lbs.... **$3.89**

**(4) Salt-Pepper Shakers**—screw-on caps for easy filling
77 T 23019—Abt. 2½ in. high. Ship. wt. 2 lbs.. .**Set $2.39**

**(5) Covered Butter Dish.** Practical for serving, storing.
77 T 23018—Abt. 8¼ in. long. Ship. wt. 2 lbs. 8 oz.. **$2.39**

**(6) Console Set . . .** distinctive gift for a lady of discriminating taste. 10-in. Bowl and unusual little 5¼-in. Candle Holders are gracefully scalloped and fluted.
77 T 23017 -No fruit, candles. Ship. wt. 8 lbs... Set **$4.89**

### Hotties $2.39 Pair

**Just-Right Gift** for a favorite couple. Pair of carafes keep coffee drinking-hot until you're ready for it. Heat-resistant milk glass with white plastic pick up collars, black plastic covers. Each holds 2 cups (11 ounces).

77 T 23014 Ship. wt. 2 lbs..... Pair **$2.39**

**Want it? Charge it? No Money Down**

412 WARDS BOOK

### Aristocrat . . . Fine Pure White China $59.95 57-Pc. Set $9.95 Tureen

- Sets Your Table in Elegant Beauty . . . A Gift She Will Cherish Through the Years
- Choose Place Setting, Sets for 8 or 12, or Tureen—Complete Open Stock Available
- 23 More Lovely China Patterns in Wards Big Fall Catalog, Pages 1132, 1133, 1137

**Gift Supreme**—add a set to your account. Set Compositions, Pg. 1133, Wards Big Fall Catalog. For Open Stock, order 77 T 16010T—prices same as China Group D, Pg. 1134, Big Book. 98-pc. set shipped Freight, Truck, Exp.; others *Mailable.*

77 T 16001—5-Pc Setting. Wt. 4 lbs. 4 oz. .$5.50
77 T 16003 MO—57-Pc Serves 8. Wt. 40 lbs 59.95
77 T 16005 R 98-Pc. Serves 12. Wt 69 lbs 97.95
77 T 18505—5½-Qt. Tureen. Wt. 10 lbs.... 9.95

B

C

F

A

D

E

Just Like Mother's "Little Miss"
G

H

J
Only
$18.88
69 Pieces
45-Pc. Dinner Set
and 24 Tumblers

Yogi Bear
Child's 3-Pc. Set
K
HANNA-BARBERA
ALL WARDS 413

*Sears puts at your fingertips*
*more of what America's children want most*

*Dress colors may vary*

## This Petitcollin Doll from FRANCE

Her big bright eyes
look out from
under an upswept hairdo
created by a
noted French hair stylist

Her dresses are
Paris-designed to captivate
even the most
fashion-conscious girls

**Doll and Outfit** **$11.98**

**Outfit only** **$4.98**

**Doll in Pinafore-style Dress.** Demurely perfect for a party, for an afternoon in white dotted cotton. Bow trims each sleeve and skirt. Bouffant petticoat adds flare to the skirt. Doll is also wearing shoes, socks, panties. All except the plastic shoes are cotton and washable.

Shipping weight 2 pounds 6 ounces
49 N 3387 ..... $11.98

**Outfit only**
49 N 3395—Shipping weight 5 oz. $4.98

## Basic Doll with Slip and Panties

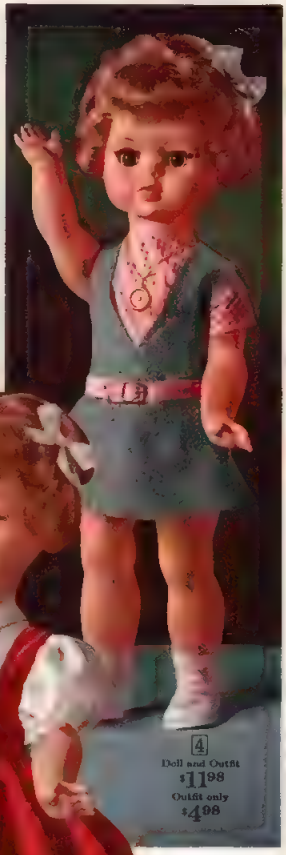
**$7.98**

One look at this saucy little doll and you'll know she's French. Wide little girl eyes have a flirty glance are fringed with thick sweeping lashes and close dreamily when it's bedtime. 20 inches tall, she's all vinyl with silky pointer head, arms and legs. Her rooted blonde hair is sweet in a delightful style. Basic outfit includes socks and shoes. Build her wardrobe by ordering outfits from these 2 pages.

Shipping weight 2 pounds 4 ounces
49 N 3388 ..... $7.98

2 Doll and Outfit $12.98 Outfit only $5.98

3 Doll and Outfit $12.98 Outfit only $5.98



4 Doll and Outfit $11.98 Outfit only $4.98

1 Doll and Outfit $11.98 Outfit only $4.98

*Dress colors may vary*

## You can order a Petitcollin Doll with any one of these French outfits

**1 Doll with Scoop-neck Jumper.** For school, movie dates corduroy. White on white blouse, big puffed sleeves. Cotton

49 N 3339—Shipping weight 2 pounds 9 ounces $11.98
49 N 3392 Outfit only. Shipping weight 5 ounces 4.98

**2 Doll with Jacket Dress.** For shopping trip. Pleated skirt has matching top. Bolero frog closings, gold color buttons. Cotton

49 N 3342 Shipping weight 2 pounds 9 ounces .. $12.98
49 N 3390—Outfit only. Shipping weight 5 ounces. .. . 5.98

**3 Doll with Pleated Dress.** For an afternoon out. 4 pearl colored buttons, pocket chain. Checked cotton.

49 N 3337 Shipping weight 2 pounds 9 ounces $12.98
49 N 3389 Outfit only. Shipping weight 5 ounces. 5.98

**4 Doll with A-line Jumper.** Set for school checked blouse sewn to slip. Belt matches blouse. Cotton

49 N 3338 Shipping weight 2 pounds 9 ounces $11.98
49 N 3394—Outfit only. Shipping weight 5 ounces .... ... 4.98

## TV TABLE SETS

Easy to Set-up . . . Easy to Store

FEATURE VALUES

Save $7
Ord 16.95
9.95

A

B
Save $5
Ord 19.95
14.95

C
Save $7
Ord 29.95
22.95

G
45-pce. Set 29.95

Sparkling DORCHESTER Melamine Dinnerware

H
20-pce. Set 9.99

I 41 pce 29.95

F
Box and Plant 11.95

FEATURE VALUE

K
65-pce. "Sequoia Pine" 24.95

D 45-pce. "Petite Rose" 18.99

E 61-pce. "Mayan" 26.99

# Your Choice of a Dozen Gifty Household Helpers

FOR ONLY **3.99** Each or Set

## ALL AT SPECIAL PRICES

**A Big Value** Two-piece TV Tabs and Tray Set. Clip on or off in a wink to serve a double duty. Folding brass-color, rod legs. King-size Trays have attractive "Golden Rose" pattern. About 22 by 15½ ins.
**054-R 5863.** **3.99**

**SAVE 96c.** Clamp-less Food Chopper Stands firm on rubber feet. Metal hopper about 3 by 4 ins. White enamelled base. Cutter plates for fine, medium and coarse mincing. Ordinarily 4.95
**54-R 3234.** **3.99**

**Musical Cake Plate.** The attractively hand-painted papier mâché Tray sits on revolving base . . revolves to the tune of "Happy Birthday" Measures about 10¾ inches in diameter
**54-R 5082.** ..... **3.99**

**SAVE 96c.** Carving Board . . an excellent gift. Selected Hardwood with Light Walnut finish. Chromium-plated meat holder. Size 18¼ by 12½ ins.
**54-R 5078.** Ord. 4.95 **3.99**

**SAVE 96c.** Holiday Candle Set Anodized Aluminum table stand. Glass globe has bevelled top, set covering Reindeer Christmas decoration 10 ins high
**54-R 5557.** Ord 4.95 **3.99**

**SAVE 96c.** Snack Server with 5-inch Ceramic bowl. Wooden tray with brass feet is finished in Dark Walnut. About 18 by 17¼ inches. Ord 4.95
**54-R 5079.** .....Set **3.99**

**These Bamboo Coasters** help keep your furniture looking good—at home or at the cottage. 3½ inches in diameter. Attractive design.
**54-R 5080.** Set of 12 for **3.99**

**Ice Bucket** with wall made of rust-resistant light-weight Spun Aluminum. 3-quart capacity. 7-inch diameter by 9¼ inches high. Carrying handle, cover
**54-R 5514.** **3.99**

**SAVE 99c.** Brass and Copper Warmer for melting butter or warming sauce. Burns alcohol canned heat, etc. Holds 4 imp ounces. Ordinarily 4.98.
**54-R 5083** **3.99**

**Space Saver Cabinet.** Fits on top of toilet tank. Two sliding doors with ledge on top. White baked enamel. Cut-out trim. Size about 20½ by 6¾ by 9 ins
**054-R 6518.** ..... **3.99**

**SAVE 96c.** Portable Drying Rack. Ten feet of drying space in five bars; 26 inches high. Gleaming chromium-plated finish. Resists rust tarnish.
**054-R 4816** Reg 4.95 **3.99**

**SAVE 96c.** Spice Rack. Two shelves and drawer with 12 bottles and assorted labels. Oil stained Walnut finish. Size 11½ by 13 by 2 inches
**54-R 5081.** Ord 4.95 **3.99**

## *Descriptions of items on opposite page*

**A TV Table Set** has four future-shape Metal Trays and stands. Trays finished in lovely Venice pattern. One stand is hinged and has four Lucite casters —acts as a storage rack or serving cart. King-size tray 16 by 22 inches. FEATURE VALUE
**054-R 4990.** Ordinarily 16.95 ..... **9.95**
**054-R 4991.** Extra Tables to add to set **2** for **4.99**

**B TV Table Set** made up of four big (16 by 22-inch) Fiberglas Trays on brass-plated stands. One stand has hinge and four Lucite wheels—acts as storage rack. In charming Seville pattern. FEATURE VALUE
**054-R 4992.** Ordinarily 19.95 **14.95**

**C Five-piece TV Table Set.** Four King-sized 16 by 22-inch future-shaped Tables on brass-plated frames. One converter cart acts as storage rack and serving cart. has Fiberglas server tray with glass inserts, shaped legs, four Lucite casters, wooden handle in delicate needle-point pattern. FEATURE VALUE
**054-R 4993.** Ordinarily 29.95. ... **22.95**

**D 45-piece MELMAC Melamine Dinnerware Set** blends beauty with durability. Petite Rose patterned service for six contains decorated 10-inch dinner plates, 7-inch side plates and saucers, dainty-coloured soup bowls, fruit nappies, cups, 5-oz. tumblers, one cream pitcher, one covered sugar bowl
**054-R 2110.** . . 3.00 Monthly* or Cash **18.99**

**E 61-piece MELMAC Melamine Dinnerware Service for eight** Has 10-inch dinner plates, 7-inch side plates and saucers, all decorated with distinctive Mayan pattern. Turquoise-coloured cups, round soup bowls, fruit nappies, 5-oz. tumblers. One each Turquoise platter, vegetable dish, creamer and covered sugar bowl
**054-R 2111.** 4.00 Monthly* or Cash **26.99**

**F Planter Box and Plant.** Box is of California Redwood with brass-plated bands, about 12 by 9½ inches. Palm fibre pole planter with philodendron and devil's-ivy leaves sprays. Nine large and nine small leaves plus four sprays of pittosporum.
**054-R 5556.** About 48 inches high .... **11.95**

**G 45-piece DORCHESTER Melamine Dinnerware for eight.** Decorated pieces are in a delicate, floral spray design on a White high gloss ground. Set consists of eight decorated 10-inch dinner plates, 7-inch bread and butter plates and saucers, one each solid Fern Green coloured vegetable dish, platter, creamer and covered sugar bowl; eight each Fern Green cups with Everkleen stain-resistant finish and round soup bowls. Exclusive **EATON** pattern
**054-R 2107.** . . .4.00 Monthly* or Cash **29.95**

**H 20-piece DORCHESTER Melamine Dinnerware for four.** Set is in plain-colour Turquoise, consists of 10-inch dinner plates, 7-inch bread and butter plates, saucers, cups, soup or cereal bowls. Cups are fully stain resistant. Exclusive **EATON** pattern,
**054-R 2108.** 20-piece Service for four . . **9.99**
**054-R 2109** 30-piece Service for six..... **13.99**

**J 41-piece DORCHESTER Melamine Dinnerware for six.** All pieces are fully decorated in Golden Blue Leaf design and are China-like high gloss finish. Set consists of six each 10-inch dinner plates, 7-inch side plates saucers, cups that have Everkleen finish that are stain resistant, soup bowls, fruit nappies, one platter, one vegetable dish, one cream jug and one covered sugar bowl. Exclusive **EATON** pattern
**054-R 2105** 4.00 Monthly* or Cash **29.95**
**054-R 2106.** 33-piece Service for eight.... **39.95**

**K VALUE PACKED!** 65-piece Dinnerware Set in Sequoia Pine pattern has 39 pieces of Melmac Melamine Dinnerware and 26 pieces of Cutlery. Service for six consists of decorated 10 inch dinner plates bread and butter plates saucers. Plain-coloured tan cups, round soup bowls, fruit nappies. One creamer and covered sugar bowl. 26-piece cutlery set is of Stainless Steel with matching Sequoia Pine handles of Melamine. Consists of: six each knives, forks, teaspoons and soup spoons, 1 butter knife, 1 sugar spoon. **FEATURE VALUE.**
**054-R 2112..** . ..... **24.95**

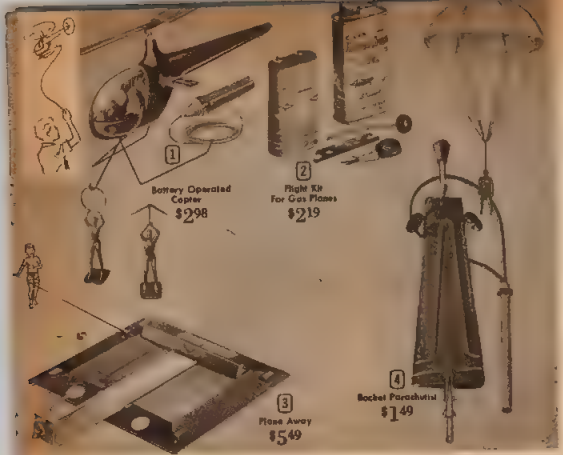
## ANY OF THESE FOUR ITEMS **2.99** Each or Set

**1 SAVE 96c.** 7-piece Kitchen Tool Set of Stainless Steel. Black plastic handles with hanging holes. Contains potato masher, slotted spoon, wooden spoon, solid turner, fork, ladle and 6-piece rack.
**54-R 3235.** Ordinarily 3.95. ..... **2.99**

**2 Set of two screw-type Nutcrackers.** Won't crush nutmeats. Walnut-finished Hardwood
**54-R 5077.** Opening 1½ ins. diam. .....Set **2.99**

**3 Insulated Tea-pot** features hand-painted Red Rose pattern on White Earthenware ground. Aluminum cover is felt lined to keep tea hot. 6-cup capacity. A fine value at this price.
**54-R 1447** ..... **2.99**
**54-R 1448.** As above with Yellow Rose pattern **2.99**

**4 Card Partner Trays.** Ash trays complete with coasters, attach to legs of card table.
**54-R 5034.** Ordinarily 3.98.....Set of 4 for **2.99**




**1 Electronic Copter** Battery powered, made of colorful high-impact plastic. (Use 2 "D" cells, order Pg. 301.) Pilot control knob makes copter go forward, backward, hover in the air. Takes off gently or ZOOMS away at "break-neck" speeds. Fly it indoors or outdoors. Copter rescues men (plastic, incl.). For ages 8 and up.
48 T 2641—Ship. wt. 12 oz. ..... **$2.98**

**2 Complete Accessory Starting-Operating Kit** Includes special super-powered battery for sure-fire engine starts, clean-burning Thimble-Dome Glow Fuel, Filler cap with built-in stainless steel strainer, long-lasting plastic filler hose. Battery wires permanently connected to jumbo Glow Head Clip for positive contact everytime. Set of line snaps, wrenches. For most gas-operated planes.
48 T 2660 L—Shipping wt. 1 lb.. . **$2.19**

**3 NEW Plane-Away Launching Ramp.** Solo control line flying. Just place your plane on the platform with wheel chocks up, lay out lines, start engine, pull on automatic release. The chocks drop and . . . PRESTO . . . Plane-Away! Adjusts to fit almost any ready to fly plane and works on any surface. Measures 13½x18 in. (plane not included)
48 T 2500—Ship. wt. 2 lbs. 12 oz.. .....**$5.49**

**4 Rocket Parachutist With Rocket - Copter** "Outer Space" fun . . . make the countdown to blast-off time. Rubber-band catapult projects colorful rocket straight up into the atmosphere . . . astronaut falls free. Transparent blue parachute opens, as he drifts in for an "A-OK" landing. Copter rotors propel rocket back safely. Sturdy plastic rocket about 12 in. long imported from West Germany. Colorfully decorated.
48 T 2450—Ship. wt. 1 lb. 3 oz. ..... **$1.49**

**Satisfaction Guaranteed or Your Money Back**

**5 Pendulum Wall Clock.** Assemble it yourself for fun and education Easy to follow, illustrated step-by-step instructions. Can be put together by hand, no tools needed. Clock really runs and keeps good time. Perfect for your own room or the family room. Fit gears and pinions between brass plates. No springs . . . movement works by acorn-shaped weight on chain, like a Cuckoo clock Plastic housing, 4-color dial. A perfect gift.
48 T 2699—Shipping wt. 2 lbs **$3.88**

**Christmas All Year 'Round At Wards Now All Toys Available Until October 1, 1964**

**6 Indian Moccasin Kit.** Comfortable indoors or out. Genuine cowhide, pre-punched; multi-colored rawhide on toe pieces; ready to lace. Leather innersole glued in position. *Child's Sizes:* Medium (2) 11½ to 13½; Large (3) 1 to 3 - Extra Large (4) 3½ to 5. Golden tan color Complete kit with instructions included.
48 T 2506—*State Size, and No.* Wt. 10 oz. **$1.88**

**7 Genuine Leather Craft Kit.** Make 6 different gifts by lacing pieces together; designs pre-tooled, 4-Pc. billfold; 3 hook key case; comb case, coin purse; pencil pen case, ⅜-in. link belt (waists to 32 in.) Instructions included.
48T2698-WI. 2 lbs. (Incl. Fed. Excise Tax) **$2.88**

**8 The Wing Thing. Features 4-way performance in all types of weather . . .** *Free Flight Powered Flying; Tow Line Gliding; Sky-High Sailing; Tethered Power Flying.* It soars . . . it spins . . . it loops . . . it flies. Consists of a flexible plastic wing, 36 in. long with 52-in. spread Powerful .074 Thunderhead engine. Change flight characteristics by simply adjusting counter-weight on fuselage. "Wing-On-Wing" construction. Use Flight Kit (2) at *left. Mailable.*
48 T 2646 M—Colors vary. Ship. wt. 2 lbs. 3 oz. .... **$9.98**

**9 TO 12 Gas Powered Model Planes . . . Each Ready To Fly.** Warm up engine, take off, keep plane aloft. Learn to stunt, climb, dive, fly low to ground then to land safely. Complete with flight lines and easy-handling "D" control handles, .049 engines, spring starters. Rugged high-impact plastic, nylon props. Each uses Flight Starter Kit (2) at *left*

**(9) FT-19 Trainer.** Student, instructor figures in the cockpit. Looks, flies like real Air Corps. Trainer.
48 T 2629—22-in. Wingspan. Ship. wt. 1 lb. 9 oz..... **$7.33**

**(10) SE2C Helldiver** Simulates air-combat action and pilot emergency ejection (see small sketches). Retractable arresting hook for Carrier deck landings.
48 T 2548 20-in. Wingspan. Ship. wt. 1 lb. 12 oz. . . **$7.49**

**(11) Thumble Dome L-4 Grasshopper Observation-Artillery Liaison Plane.** Authentic military markings. Enclosed fuselage, landing gear fairings, Olive-Drab color.
48 T 2547 17½-in. Wingspan. Ship. wt. 1 lb. 12 oz... **$5.98**

**(12) Stuka Dive Bomber.** With pilot, rear gunner, plastic "Bomb." Swivel machine gun, movable canopy. Can regulate flight length. Fuel gauge. Authentic detailing.
48 T 2501 23½-in. Wingspan. Ship. wt. 2 lbs. 3 oz. **$7.33**

**13 REMCO Exclusive Flying Supercar.** Right out of favorite TV show. You control every movement of Supercar's flight pattern. Simply press the switch and Supercar takes off, loops, dives, does perfect figure "8." Flies on its own power. Needs 3 "D" cell batteries (not incl., see Page 301). White, high-impact plastic in sleek forward design. About 4½x11¾x12½ in. long.
48 T 2422—Shipping wt. 1 lb. ..... **$2.88**

**14 NEW Aero-Jet Streak.** Introducing a new concept in pure jet free-flight model airplane. Easy to fly. *No fire, heat, liquids or other hazards.* Propelled by a jet of harmless gas that sends it high into the air . . up to 500 ft. high. Then a long graceful glide back to earth. Free-flight up to 2 city blocks. Sturdy, break-resistant body and wings. Soft, shock absorbing nose section. Quickly recharged 80 to 150 flights per can of Aero-Jet Zoom. Ready-to-fly complete with replaceable Aero-Jet motor, Aero-Jet Propellent, filler attachment. Everything needed for many thrilling pure jet flights. 18½ in. long, 13-in. Wingspan.
48 T 2532—Jet Plus Kit. Ship. wt. 13 oz. ..... **$3.69**
48 T 2533—Extra Fuel, 2 Extra Motors. Ship wt. 13 oz. **1.98**

**15 Gemini Rocket Project.** Remote controlled rocket operates on true scientific jet principle Water is used as fuel. Set consists of control house, 8-ft. feeder line, launching platform and rocket. Control house has fuel feeder, timing release mechanism and altitude pressure gauge. Pump is integral on control house. Pumping builds up gauge until desired distance is indicated. At end of count-down, rocket is released into sky. Travels up to 300 ft. High-impact plastic body. Colors may vary.
48 T 2416—Complete Rocket Kit. Ship. wt. 3 lbs.. . **$4.98**

**NOTICE: All Living Creatures and Plants In Items (16), (17) Below. Guaranteed to be Delivered Alive or We Will Replace**

**16 Tropical Aquarium.** Complete with tropical fish and plants. A scientific kit provides realism in full color. Study life cycle of fish and marine plants. Tank is 18x12x6 in., made of durable plastic. Powerful pump is UL Listed. Water line and sandstone filter included.
48 T 2437—Aquarium Kit. Ship. wt. 4 lbs..... **$7.98**

**17 Desert Terrarium With Harmless Pet Lizard.** For the first time, a simulated desert with desert life for your own room. Horned Lizard is completely harmless . . . *will not bite!* Feeds on worms, flies and other small bugs or bits of hamburger. Does not need water . . . just sprinkle terrarium once in a while. Sand, cactus and an 18x12x6-in. molded plastic tank included.
48 T 2438—Terrarium, Lizard. Ship. wt. 4 lbs..... .. **$7.98**

**18 3 Movie Monsters.** Durable plastic pre-cut sections that fit together quickly and construct famous, authentic monsters from the movies. These spine tinglers are set in their own mossy environs. Decorate with easy instructions and paint set (19) at left. Ship. wt. 2 lbs.
48 T 2415—Dracula, Frankenstein, Wolfman..... **All 3 $2.69**

**19 One-Coat Speed Dry Enamel** Set of 7 colors, brush, cement
48 T 2447 Ideal for hobby kits. Ship. wt. 13 oz.... **88c**

**20 Shell Art Set.** Use your own designs to make desk sets; paper weights, plaques, cufflinks. Specimen type shells from all over the world, each with history. Genuine American walnut wood parts sanded smooth. Complete instructions are included for successful assembly of shell art gifts.
48 T 2498—Shell Art Kit. Ship. wt. 2 lbs. 8 oz. ..... **$3.98**

Just Say "CHARGE IT"
SEE PAGE 367.

9 PT-19 Trainer $7.33

8 "The Wing Thing" $9.98

10 S82C Helldiver $7.49

11 Thimble Dome Liaison Observer $5.98

12 Stuka Dive Bomber $7.33

14 New Aero-Jet $3.69

15 Gemini Rocket $4.98

13 Supercar $2.88

19

MOVIE MONSTERS

18 All Three $2.69

16 Aquarium and Fish $7.98

Shell Art Set

20 $3.98

Desert Terrarium and Harmless Lizard $7.98

17

# Lovable Pets AND Playmates

1 $2.49

$4.99 4

2 $2.99

3 $3.97

## Puppet Theater

$2.79

**Children Can Produce Their Own Shows.** Puppet theater sturdily constructed of heavy cardboard with plastic curtain and backdrop. Has convenient extra compartment for storage of puppets. About 26x13¾x5½ in. high. Puppets not included—to order see (5) at right. Easy to assemble. Ship. wt. 5 lbs. 4 oz.
48 T 7225 M *Mailable* .. **$2.79**

SAVE THIS CATALOG!
Toys Available Until October 1, 1964



## We're So Nice To Hug

1 **Fox Terrier on Wheels**—will "run" along at your side as you lead him on plastic leash. Squeaker voice. Lightweight, hollow body with white plush, brown and black markings. Ship. wt. 1 lb. Imported.
48 T 7129.....**$2.49**

2 **"Buff" the Puppy** with a Come-Hug-Me look on his yellow and brown plush face. Cuddly yellow body, brown ears; red felt tongue, black pompon nose; large appealing black eyes. About 16 in. tall.
48 T 6712—Ship. wt. 1 lb..**$2.99**

3 **Mewsette, the Movie Glamour Kitten,** of pure white plush with shell-pink ears and unforgettable violet felt eyelashes, with long black felt eyelashes, with a pink satin bow around her neck, a "diamond" earring in one ear. About 15 in. tall.
48 T 6699—Ship. wt. 9 oz. **$3.97**

4 **"Spots"—Bold and Brave Leopard,** but yet so tame. Finest quality plush printed with markings of a Congo Leopard. Green eyes, decorated collar. About 18 in.
48 T 6713—Wt. 2 lbs.....**$4.99**

## Have Fun With Shari Lewis and Her Friends

$2.69 5

5 **Have Fun Acting Out Your Own Puppet Show** with Shari Lewis © and her lovable group of talented "actors"—Lamb Chop, Charlie Horse and Hush Puppy hand puppets. They "talk" bow, wave and nod, do your bidding as 33⅓-rpm record plays Shari's own voice. Official puppets have soft vinyl heads. About 10 in. long. Record included.
48 T 6632—Ship. wt. 1 lb..... Complete Only **$2.69**

© 1962, by Torcher Productions, Inc.

# Come to Our Puppet Show

## Talking Puppets

6 **Talking Bugs Bunny Hand Puppet**—pull the Chatty-Ring and he says many different phrases including "What's up Doc?" Cuddly plush body, vinyl face with painted features. About 15 in. long.
48 T 6715—Ship. wt. 2 lbs. 8 oz.....**$4.97**

7 **Mr. Ed the Talking Horse**—just pull the ring and he talks to you. He has a vinyl head, plush body, yarn mane and movable mouth. About 12½ in. long
48 T 6715—Ship. wt. 2 lbs. 10 oz.....**$4.97**

## Marionettes

8 9 **Huckleberry Hound and Yogi Bear Marionettes**—your choice of these zany T.V. characters. Push-button controls make them easy to operate, keeps strings from tangling. Vinyl heads, painted features, sturdy plastic control paddles. Each about 12 in. high. Ship. wt. 9 oz. each.
(8) 48 T 6721—Huckleberry Hound . **$2.44**
(9) 48 T 6722—Yogi Bear ..... **2.44**

10-12 **Mickey Mouse, Donald Duck and Popeye Marionettes**—with exclusive one-hand control for easy operation. Hands, feet, control of hard plastic. Vinyl heads with painted features, percale and felt costumes. Complete instructions incl. About 13 in. tall. Ship. wt. 9 oz. each
(10) 48 T 6621—Mickey Mouse..... **$3.29**
(11) 48 T 6622—Donald Duck..... **3.29**
(12) 48 T 6718—Popeye..... **3.29**

13 **Charlie Clown,** with patented "Airplane" control for ease in animation. Bar separates from main control to operate both the hands and the feet. Head, hands, feet of durable tenite. Molded plastic body, painted face, life-like hair, moving mouth. About 16 in. tall.
48 T 6624—Ship. wt. 1 lb..... **$6.64**

## Hand Puppets

14 **"Billycoon" Sleeve Puppets**—goony, funny Bird and Alligator, created by the famous puppeteer Bill Baird. Soft, expressive vinyl heads, long colorful knitted sleeve bodies. About 14 in. long.
48 T 7215 Ship. wt. 6 oz. .Set of 2, **$1.89**

15-18 **Disneyland Hand Puppets,** including Mickey Mouse, Minnie Mouse, Donald Duck and Pluto. Vinyl heads, percale costumes, squeaker voices. Puppets about 10 in. tall. Ship. wt. 5 oz. each.
(15) 48 T 6762—Donald Duck..... **.89c**
(16) 48 T 6763—Pluto ..... **.89c**
(17) 48 T 6760—Mickey Mouse..... **.89c**
(18) 48 T 6761—Minnie Mouse..... **.89c**
**Save—Buy all 4**
48T6764—Set of 4. Wt. 1 lb. 12 oz. Only **$3.33**

## For Junior Ventriloquists

19 **Danny O'Day,** popular T.V. dummy is the perfect gift for your young ventriloquist. He has a movable head and mouth, comes dressed in a smart suit, white shirt, tie and shoes. Head and hands of sturdy vinyl. About 30 in. tall. Ship. wt. 3 lbs. 8 oz.
48 T 6720 M—*Mailable*..... **$7.44**

20 **Jerry Mahoney with Two Outfits**—sure to please budding ventriloquists. 32-in. professional dummy, two complete outfits—tuxedo, with white jacket, black pants, bow tie, shoes; and sport outfit, with jacket, pants, shirt, tie, shoes (see small view). One-hand operation moves head, finger control moves his mouth. Painted face. Instructions included. *Mailable.*
48 T 7001 M—Ship. wt. 3 lbs. 14 oz. .**$16.77**

**"Charge It" . . . SEE PAGE 367**

See vivid color scenes "come alive"

# 3-D VIEW-MASTER

NOTE Scenes from "Bambi"™ and "Sleeping Beauty"™ ©Walt Disney Prod. Scenes of Flintstones, Yogi Bear and Top Cat ©Hanna-Barbera Prod.

## Lighted Viewer with Cartoon Show

Complete Outfit **$5.88**

No need to hold viewer up to sunlight or lamp . . just touch the full length lightbar and scenes are brightly and evenly lit. A flip of the lever changes scenes. High-impact plastic. With batteries.

**Lighted Stereo Viewer with Cartoon Show.** Favorite Hanna-Barbera characters in lifelike 3-D! See Huckleberry Hound, Yogi Bear, Quick-Draw McGraw, the Flintstones and Top Cat. Seven fun-filled reels—49 full color 3-D scenes. In attractive box.
3 N 9757 Shipping weight 2 pounds 8 ounces . . . . . **$5.88**

**Lighted Stereo Viewer only.**
3 N 9765—Shipping weight 1 pound 4 ounces . . . . . **$3.59**

## Enjoy thrilling full-color 3-D scenes View-Master Stereo Viewer

With one 7-scene reel **$1.54**

At this low price, you can buy one for every child on your list. Even littlest ones can use it . . they just drop in reel, flip lever to change scenes. Made of high-impact plastic.

Special 7-scene reel included
3 N 9755—Shpg. wt. 8 oz. **$1.54**

Viewer, 7-scene reel, *plus* 3-reel packet, "Casper, the Friendly Ghost."
3 N 9754—Shpg. wt. 12 oz. . **$2.79**

## Get Stereo Viewer *plus* 7 fun-packed Disney Cartoon Reels

Complete Outfit **$3.69**

Cartoon fun with favorite Disney characters—even when the TV is off or Mom and Dad want to watch their own program. Packed in colorful box with viewer are 7 reels (49 stereo scenes) with Donald Duck, Mickey, Mouse, Bambi, Snow White and pictures from Disneyland's Tomorrowland, Fantasyland, Adventureland. Colorful box.

Shipping weight 1 pound 2 ounces
3 N 9766. . . . . **$3.69**

**$8.88**

## 140 colorful scenes, Projector Walt Disney Cartoon Theater

Project bright pictures on attractive screen. 10 special reels give you 140 two-dimensional scenes. 30-watt bulb. 4 lenses for vivid pictures. With 10 reels of Donald Duck, Mickey Mouse, Sleeping Beauty, Bambi, 101 Dalmatians, Peter Pan, Pinocchio, Snow White, Pluto, Goofy, Lady and the Tramp. 110-120-v, 60-c AC-DC. Colorful box.
3 N 9767—Shipping weight 4 pounds **$8.88**

**$12.88**

## Give enchanting Disney fun 14 Stereo Reels, Better Projector

Get the better View-Master projector described at right), 14 reels (98 scenes), portable screen packed in special Christmas box! Favorite Disney characters for stereo viewing on viewers above or vivid color projection in 2 dimensions. Includes Bambi, Mickey Mouse, Pluto, Zorro, Fantasyland, Frontierland, Adventureland, Tomorrowland, Toby Tyler and Goofy.
3 N 9772 Shipping weight 5 pounds **$12.88**

## Project large color scenes

Better projector shows brilliant color scenes in 2 dimensions. Compact styling. Extra-sharp 3-inch f.3 lens and 30-watt lamp. Touch lever to change scene. Plastic case. 110-120-volt 60-cycle AC-DC. UL listed.
3N9762-Wt. 3lbs. **$9.65**

**Extra 30-watt Lamp.**
3N8680-Wt. 8 oz. **89c**

## Projection Screen

Watch View-Master scenes brilliantly and clearly. Project them onto screen with glass-beaded surface. Hang screen on wall or stand on table top with sturdy wire support. Roll it up for storage. 24x24 inches. Metal rollers.

Shipping weight 3 lbs.
3 N 8506..... **$2.66**



NOTE Huckleberry Hound, Flintstones, Top Cat, Quick-Draw McGraw, Yogi Bear and Hanna-Barbera reels are not for projector.

# View-Master Packets

A ticket to the wonderful worlds of make-believe, science, travel, and beauty

Each View-Master title below is one packet of 3 reels (21 full-color 3-D scenes). Titles marked (*) include a delightful story folder. *State title number. Postpaid.* (Shipping weight 3 ounces.)

3 N 9750F..... Each packet $1.25

### NEW RELEASES

B316-Sword in the Stone*
B317-Goldilocks*
B319-Deputy Dawg*
B518-Beetle Bailey*
B521-Cartoon Carnival*
B383-Flash Gordon*
B790-War Between the States*

### CHILDREN'S FAVORITES

B512-Huckleberry Hound*
B514-The Flintstones*
B532 101 Dalmatians*
B533-Casper, the Ghost*
B515-Bullwinkle*
B513-Top Cat*
B531 Bugs Bunny*
A178 Disneyland Fantasyland
A177 Adventureland
A176-Tomorrowland
A176-Disneyland-Frontierland
A175-Disneyland-Main Street
B474-Lassie and Timmy*
B400-Bambi*
B525-Donald Duck*
B315-Babes in Toyland*
B534-Quick Draw McGraw*
B516-Popeye*
B300-Snow White*
B313-Cinderella*
B308-Sleeping Beauty*
B361-The Wizard of Oz*
B700-FBI Agent*
B310-Little Red Riding Hood*
B360-Alice in Wonderland*
B528 Mickey Mouse*
B412-1-2-3 Farm*
B510-Woody Woodpecker*
B511-Tom and Jerry*
B525-Mighty Mouse*
B372-Peter Pan*
B410-Mother Goose Rhymes*
B617 Children's Zoo*
B411-ABC Circus*
B370-20,000 Leagues*
B314-Jack and the Beanstalk*
B425-Heidi*
B475-Roy Rogers*

### RELIGIOUS, CHRISTMAS

B383-Christmas Story*
B382-Night Before Christmas*
B875-Birth of Jesus*
B870-Rudolph Shines*
B381-The Littlest Angel*
B380-A Christmas Carol*
A660-Santa's Workshop*

### SCIENCE AND NATURE

B657-U.S. Man in Space*
B612-Wonders of the Deep*
B656-Moon Rockets*
B614 World's Wild Animals*
B619-Prehistoric Animals*
B581-Secret From Space*
B618-African Wild Animals*
A188-Mammeland of Pacific*
B615-Strange Animals*
A964-Marine Studios-Florida*
B611-Wild Birds*

### SCENIC U.S.A.

A361 Grand Canyon
A306-Yellowstone Park
A790-Washington D.C.*
A813 Williamsburg, Va.
A812-Mount Vernon
A655-Niagara Falls
A120-Hawai'i*
A122-Hula Dancers
A376-Carlsbad Caverns
A171-Yosemite Park
A172-San Francisco
A649-New York City
A651-United Nations
A487-Mount Rushmore
A889-Smoky Mountains
A170-California*
A101 Alaska*
A961-Cypress Gardens
A181 Los Angeles
A486-Black Hills
A335-Knott's Berry Farm*
A884-Rock City Gardens
A652-Rockefeller Center
A960-Florida*
A182 Redwood Highway
A551-Chicago
A967-Water Ski Show
A322-Rocky Mountain Park
A962-Silver Springs, Fla.
A963-Miami, Florida
A876-Lookout Mountain
A727-Cape Cod
A855-Blue Ridge Parkway
A156-Las Vegas
A307-Grand Teton Nat'l Park
A320-Colorado*
A363-Painted Desert
A965-Parrot Jungle
A271-Mt. Rainier Nat'l Park
A321-Pikes Peak
A174-Sequoia National Park
A526-Wisconsin Dells
A846-Mammoth Cave
A245-Oregon*
A811-Shenandoah Nat'l Park
A296-Glacier National Park
A946-New Orleans
A891-Cherokee Indians
A360-Arizona*
A449-Ozark Mountains

### WORLD TRAVEL

B901-Wonders of the World*
B262-Japan*
C029-Rome
A004-Banff, Canada Rockies
B252-Bali*
C166-Paris
B244-Burma*
B002-Mexico City
B246-Bangkok*
A013-Victoria, B.C.
A012-Vancouver, B.C.
C277-London
B274-Philippines*
B288-Australia
B208-Turkey*
B140-Egypt*

7-reel Pak
$2.19

Each group of titles below is 1 packet of 7 reels (49 scenes) in vivid 3-D color Choose from 14 titles. *State title number.* Shpg. wt. 9 oz.
3 N 9776F-Packet. $2.19

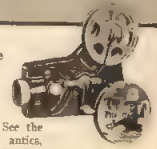
007-Huckleberry Hound Hall of Fame
008-Disney Cartoons
012-Fairy Tales
009-Disney Fairy Tales
015-U.S. Man in Space
016-Disneyland
013-Classic Stories
004-Scenic West
010-Beginner's Bookshelf
017-World's Animals
002 Faraway Places
003-Scenic East
018-Nature Subjects
001-World's Cities

## "Tour" lands, get souvenirs, too

Each packet has 3 reels . . 21 stereo views of the most important, interesting sights. Sturdy collector's folder has genuine stamp coin, full-color flag replica, national anthem, map and history. *State title number* Postpaid. (Shpg. wt. 4 oz.)

| | |
|---|---|
| A996 U.S.A. | B156 England |
| B224-Israel | B178 Vatican |
| B193 Germany | B190-Holland |
| A090-Canada | B001 Mexico |
| B180-Italy | B198-Austria |
| B170-France | B171-Spain |
| B185-Switzerland | B235-Berlin |
| B251-Hong Kong | B151-Sweden |

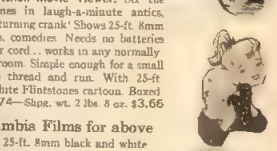
3 N 9777F Packet. . $1.25



See your favorite cartoon friends

$3.66 with 1 reel

**Argus Action Movie Viewer.** See the Flintstones in laugh-a-minute antics, just by turning crank! Shows 25-ft. 8mm cartoons, comedies. Needs no batteries or power cord . . works in any normally lighted room. Simple enough for a small child to thread and run. With 25-ft black-white Flintstones cartoon. Boxed
3 N 9774—Shpg. wt. 2 lbs. 8 oz. $3.66

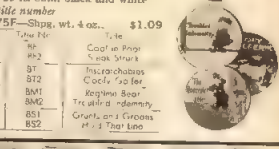


## Columbia Films for above

Approx. 25-ft. 8mm black and white *State title number*

3 N 9775F—Shpg. wt. 4 oz.. $1.09

| Subject | Title No. | Title |
|---|---|---|
| Three Stooges | BS1 | Cactus Problems |
| | BS2 | Three Little Beers |
| Top Cat | BT1 | Indestructibles |
| | BT2 | Cooly Yours |
| Mr. Magoo | BM1 | Ragtime Bear |
| | BM2 | Trouble Indemnity |



## Dust-free View-Master Library Box

Your viewer and reels will stay clean and orderly when you store them in this extra-strong, styrene-plastic box. Holds viewer and about twenty 3-reel packets (60 reels). Attractive 2-tone brown and beige. 8½x5x5 inches high. Viewer and reels not included
3 N 9770—Shipping weight 1 pound 8 ounces. $1.99

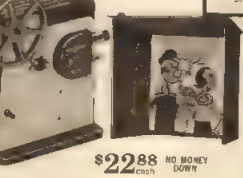
## Kids love their own 8mm Movies

$7.77

Hand-operated "Movie Theater"

Show 3 minute movies. 45-rpm record announces showtime, plays old time music. Collect admission tickets. Screen built into plastic case

Includes two 25-ft. black-and white films, 50 ft. reel, batteries, record, tickets, manager's card. Shipping weight 3 pounds
3 N 9531. ..... $7.77



$22.88 cash NO MONEY DOWN

All-electric Movie Outfit

Easy to thread, fun to operate. Big, bright pictures with 150-watt lamp. Blower cooled. Rapid rewind. Vertical-tilt device, framer, on-off switch. All metal. UL listed. 110-120-volt, 60-cycle AC. Table-top screen, 200-ft. (15 min.) empty reel. Order films at right.
3 N 9296-Wt. 8 lbs. *$4 month.* Cash $22.88

## 8mm Comedies . . 3 min. 88c

Approx. 3 min. Black and white *State title number* Shpg. wt. 4 oz.
3 N 9789F . . . . 88c

| Subject | No. | Title |
|---|---|---|
| Popeye | P4 | Super Snoop |
| | P5 | Plane Brawler |
| Betty Boop | B3 | Whoops I'm a Cowboy |
| | B4 | Trolley Ahoy |
| Olive Oyl | O4 | Chauffeur |
| Gang | O3 | Dog Pals |
| Katy Kat | K3 | Pet Shop |
| | K4 | In Love Again |
| Laurel, Hardy | L3 | Accidents |
| | L5 | Next Morning |

Abt. 12 min. (Lot for 3 N 9531) Black white. *State title number.* Wt. 8 oz.
3 N 9790F. . . . $3.99

| Subject | No. | Title |
|---|---|---|
| Popeye | P1 | Popeye vol. 1 |
| | P2 | Popeye vol. 2 |
| Betty Boop | B1 | Betty Boop, v. 1 |
| | B2 | Betty Boop, v. 2 |
| Olive Oyl | O1 | Mystery Date |
| Gang | O2 | Dinner Set |
| Katy Kat | K1 | Kitty Kat, v. 1 |
| | K2 | Kitty Kat, v. 2 |
| Laurel, Hardy | L1 | New Trade |
| | L2 | Crooners |

Thurs 1-16-63

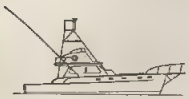
# HUCKINS

. . . Symbol of Yacht Perfection! Highly skilled craftsmen and a modern plant produce the most nearly perfect thing of its kind . . . the Fairform Flyer. Written word or picture cannot convey the superior quality and performance of a Huckins. It is a matter for thrilling personal experience.

We have purposefully shunned radical fads in styling, design and trim. The result has been instantly recognizable distinction. Huckins yachts have personalities of their own expressed in pleasing, seagoing lines. They are created to the highest standards for durability . . . providing luxurious comfort and outstanding performance.

Sportsman 40

Sportsman 43



Sportsman 50

Linwood 53

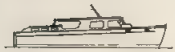
Bahamian 53

Atlantic 60

Doghouse 43

46 Sedan

Seafarer 48



Corinthian 48

Atlantic 50

Offshore 53

Corinthian 56

Caribbean 60

Offshore 64

Oceanic 80

**The Fairform Flyers shown are representative of more than thirty models, each with the Quadraconic hull which insures its stability, planing efficiency and freedom from pounding. The superior performance of your Huckins under any conditions will be a source of honest pride and the satisfaction of knowing you own the finest. The luxurious comfort you can have with this performance is limited chiefly by your own desires. We welcome the opportunity to give specific information on the model of your choice.**

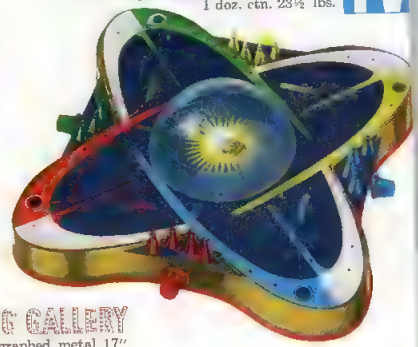
Speciousness and luxury are typified by this view of the aft deck of a Fairform Flyer.

**For further information on the Huckins fleet of seagoing motor yachts, 34 to 80 feet, write for the new introductory brochure to: HUCKINS YACHT CORPORATION, Box 7068, JACKSONVILLE 10, FLORIDA.**

**OHIO ART's Staple Line + Nationwide TV = More Profit For You !**

## AstroLaunch

**NO. 542** Exciting space race game. Board measures 17" x 17" x 1½" and is 3¾" high at center of dome.
1 doz. ctn. 23¼ lbs.



## CARNIVAL SHOOTING GALLERY

**NO. 575** Mechanical. Lithographed metal 17" wide, 10¼" high, 2⅝" deep. Gun and darts.
½ doz. ctn. 27 lbs.

**NO. 426**
**"HOLIDAY" PARTYWARE SET**
35 pc. plastic and metal set with large 13¼" x 18½" metal tray. ½ doz. ctn. 22½ lbs.

## TRAFFIC CONTROL

**NO. 611** Mechanical. Lithographed metal board 14" x 19¼". Three 3⅜" long cars. Switch controls. ½ doz. ctn. 17 lbs.

**THE OHIO ART COMPANY**
**BRYAN, OHIO**

And PROFIT!

# FUN TIMES START WITH

WORLD FAMOUS
THE OHIO ART CO.
FOR QUALITY

**NO. 194 FARM SET—**
**10 PIECES**
Metal barn 8⅛" x 4½" x 3¾". 1 doz. ctn. 19½ lbs.

**NO. 192** Same as above, except 14 pieces.
1 doz. ctn. 10 lbs.

**NO. 270**
**VINYL TRACTOR**
3" high, 4¼" long.
3 doz. ctn. 4½ lbs.

**NO. 272**
**POLYETHYLENE**
**TRACTOR**
4" high, 5⅛" long.
3 doz. ctn. 7½ lbs.

**NO. 277 POLYETHYLENE**
**TRACTOR AND WAGON SET**
Detachable wagon. 4" high, 2¾" wide, 10¾" long. 1 doz. ctn. 5 lbs.

**NO. 274 POLYETHYLENE TRACTOR**
5⅛" high, 3¾" wide, 7⅛" long. 1 doz. ctn. 6½ lbs.

**NO. 187 20 PC.**
**VINYL FARM ANIMAL SET**
Packed in simulated barn box.
2 doz. ctn. 12½ lbs.

**NO. 198 ➔**
**83 PC. FARM SET**
Metal barn 17¾" long, 9½" wide, 13¾" high.
½ doz. ctn. 29½ lbs.

**NO. 196** Same as above, except 48 pieces.
1 doz. ctn. 41½ lbs.

**NO. 191 19 PC. VINYL FARMYARD SET**
BLISTER PACKAGE 2 doz. ctn. 10½ lbs.

**A complete line of FARM SETS and ACCESSORIES**

# PHILCO®

## ALL-TRANSISTOR PORTABLE RADIOS

### New 9-transistor pushbutton radio has 4 tuning bands!

PHILCO T-911. Great for boating enthusiasts! Six pushbuttons! Four tuning bands! 145-400 KC Long Wave for Air and Marine navigation, 2-4 MC Short Wave for ships, government weather stations on both coasts, Great Lakes, Mississippi, Gulf and Alaskan waters. Regular AM broadcasts; FM and FM-AFC for the finest in drift-free good listening! Has jack for use as tuner with Hi Fidelity system! Powered by 9 transistors and 8 diodes with telescoping dual monopole antenna for FM, built-in Magnecor antenna for AM, LW and SW. Provision for external AM antenna. Null switch on 145-400 KC band permits use of set as emergency radio direction finder. Rich, full sounding, 10-inch oval speaker, plus jack for ear speaker. Slide rule dial and vernier tuning. Tone control, volume control with battery-saver indicator, and pushbutton dial light for night tuning. Provision for AC line operation with adapter which automatically disconnects battery supply. Acoustically designed wood cabinet has leather-like vinyl covering, die cast chrome grille, leather strap handle. Personalizing strip included. Plays on six regular "D" flashlight batteries. 9¼" high, 12¼" wide, 4¾" deep. Shipping weight 7 lbs., 8 oz. Black and Chrome.

**8097E12048** **$149.95**

### World's finest sounding 9-transistor portable radio!

PHILCO T-902. Separate tone control adjusts Treble to suit your listening taste. Luxurious genuine leather case with metal grille, big, easy-to-read slide rule dial and precision vernier tuning. Exclusive Philco Power Boost circuitry and tuned RF. 4" speaker and jack for private listening ear speaker. Plays for hundreds of hours on just 4 regular "D" flashlight batteries, available everywhere. Has built-in Magnecor antenna plus provision for external antenna when used in protected areas such as fallout shelters. 8¼" high, 10¼" wide, 3¾" deep. Shipping weight 4 pounds, 12 ounces. Available in Black Morocco with Chrome trim or Briarwood with Gold trim. Specify color.

**8097E11031** **Specify Color** **$64.95**

### Nine-transistor AM-FM Radio

PHILCO T-907. Enjoy all your favorite regular AM programs plus the wonderful music on FM stations at the push of a button! Sleek new Philco radio delivers both. Has precision vernier tuning and clear, easy-to-see slide rule dial. Powered by nine transistors and 4 diodes for finest performance wherever you go. Superb wide-range tone from built-in 4-inch speaker. Has jack for a Philco private listening ear speaker, too! Magnecor antenna for AM and telescoping 38" monopole antenna for FM. External AM antenna provisions. Battery saver indicator warns when set is turned on. External AC power adapter socket disconnects battery power when plugged in. Handsome molded case has streamlined solid bar handle and glamorous metal grille. Plays on just 6 regular "C" flashlight batteries, available everywhere. 8¾" high, 10½" wide, 3¾" deep. Shipping weight 5 lbs., 8 oz. Black with Chrome grille or Brown with Gold grille. Specify color.

**8098E6948** **Specify Color** **$89.95**

### World-wide reception wherever you are! 7 tuning bands. 9 transistors.

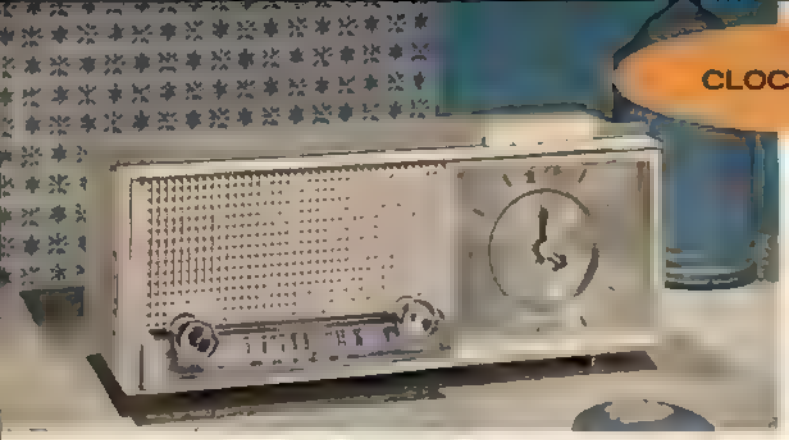
PHILCO T-9. Intercontinental powerhouse. Pulls in all the world via short wave and standard broadcast. Cross-hair flywheel tuning. 7 tuning bands. Standard AM plus Short Wave on 6 continuous bands: 2.0 mc thru 18.2 mc. Two antennas plus provision for external antenna. 5¼" wide range speaker and Tone Control. Dial light and switch. Headphone receptacle for standard headphone plug. Tuned R.F. Powerful 9-transistor chassis. Plays on 6 standard "D" flashlight batteries. Genuine leather. Entire unit including 4 spare batteries weighs only 19 lbs. Measures 10½" high, 15¼" wide, 7" deep.

**7368E17048** **$229.95**

*Specifications subject to change without notice.*

# CLOCK RADIOS

PHILCO



### Fully Automatic with pushbutton controls!

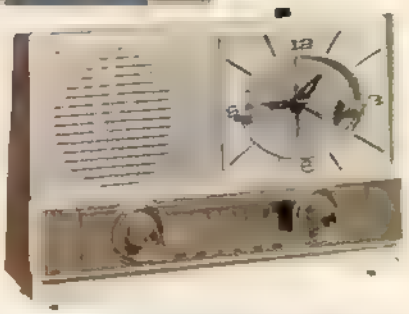
PHILCO 795. Beautiful new Philco clock radio with pushbutton selection of wake-up to music, radio only, off and 40 Winks to give you an extra 10 to 60 minute nap before it re-awakens you. Radio also plays up to an hour before turning off at night. For heavy sleepers, an alarm will sound a few minutes after radio goes on. For early morning coffee or to turn on any small appliance automatically, an electrical outlet is conveniently located on the back. 5 tubes, including rectifier, 3" x 5" fine tone speaker and slide rule dial. For AC operation. Height 6⅛", width 14", depth 5¹¹⁄₁₆". Shipping weight 5½ lbs., available in Beige with White front or Grey with White front. Specify color

**8107E2997** **Specify Color** **$39.95**

### Budget priced! Deluxe 40 Winks Feature

PHILCO 780. Superbly styled long, low cabinetry with a handsome two-tone clock face. Clock wakes you to your favorite morning show . . . complete with pushbutton which gives you 40 Winks more Sleep, then re-awakens you. 5 tubes including rectifier tube and an extra-sensitive built-in antenna for long-range reception. The 4-inch round speaker has tone that is outstanding in a radio of this size. The easy-to-read tuning dial is conveniently located right below the clock, and includes Civil Defense markings. Plays on AC only. Height 6⅝", width 13", depth 5⅛". Shipping weight 5½ lbs. White only

**7925E1997** **$24.95**



### Early American Look, 40 Winks Feature

PHILCO 794. Antique white front is highlighted by lovely contrasting trim and oval clock crystal to give this set an Early American look. Clock wakes you to music, sounds an alarm for sleepy heads and even gives you an extra 40 Winks of sleep, then re-awakens you. Plays up to 60 minutes at night as you doze off. Sensitive and powerful radio has 5 tubes including rectifier tube. Pulls in distant stations with a loop antenna. Wide range 4-inch speaker delivers room-filling pleasant tone. Plays on AC only. Height 7⅛", width 11⅜", depth 4¼". Shipping weight 5 lbs. Mocha with White or Grey with White. Specify color.

**8108E2490** **Specify Color** **$29.95**

### Exciting new automatic with 40 Winks!

PHILCO 795. Classic simplicity of line combines with a pleasing color scheme to make this new Philco a truly universal decorating accessory. The clock turns on the radio, sounds an alarm if needed and provides 40 Winks of extra sleep. Even plays up to an hour before turning itself off at night. Radio has 5 tubes including rectifier tube and sensitive built-in Magnecor antenna. Rich-toned 3" x 5" oval speaker delivers excellent tone at all volumes. Convenient slide rule dial. Plays on AC only. Height 6¹⁄₁₆", width 14", depth 5¹¹⁄₁₆". Shipping weight 5½ lbs. Edgewater Blue with White or Beige with White. Specify color

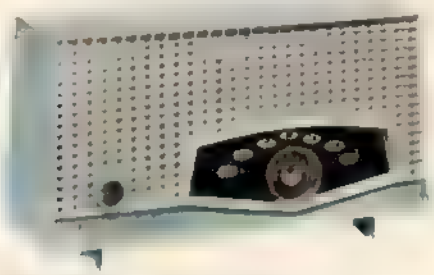
**8109E2730** **Specify Color** **$34.95**

# PHILCO TABLE RADIOS

### Long, low look! A beauty! New Philco radio has two-tone styling and superb twin speaker sound system.

PHILCO 866. A perfect addition to any room. Has classic long, low lines. Handsome easy-to-read slide rule dial. Decorator colors used in cabinet harmonize with modern or period decors. Famous quality Philco radio chassis features solid copper circuitry for years of trouble-free life. Five tubes including rectifier tube, long range built-in Magnecor antenna and two speakers: 3" x 5" oval and 4" round for the finest in table radio performance. Dial includes CD markings. Plays on AC or DC. Height 6⅜", width 14", depth 5¹¹⁄₁₆". Shipping weight 5¼ lbs. Brown cabinet with White front or Edgewater Blue with White front. Specify color

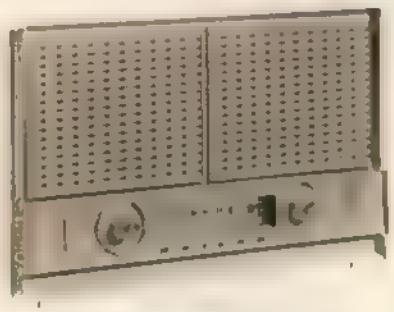
**8110E2297** **Specify Color** **$29.95**



### Genuine Philco Quality—Lowest Price

PHILCO 861. Outstanding performer with sleek contemporary styling. Attractive fan-shaped tuning dial. Five tube chassis including rectifier and sensitive loop antenna brings in even the most distant stations with finest clarity. 4-inch round speaker has outstanding tone and richness. AC or DC. 6¹¹⁄₁₆" high, 12" wide, 4⅛" deep. Shipping weight 5 lbs. Edgewater Blue or Beige. Specify color

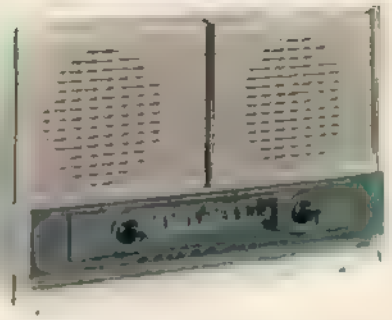
**8111E1597** **Specify Color** **$19.95**



### Decorate with the sound of Philco

PHILCO 868. The radio for the den, kitchen, bedroom or living room. It's a handsome gift, too! Five tubes, including rectifier tube. Built-in loop antenna pulls in distant stations with maximum clarity. Wide range 4" speaker. Slide rule dial. AC or DC. Height 7¹⁄₁₆", width 11⅜", depth 4¼". Shipping weight 5 lbs. Beige with White or Aqua with White. Specify color

**8112E1897** **Specify Color** **$22.95**



### Brilliant Twin Speaker Sound System

PHILCO 865. Twin four inch speakers flood the room with the thrilling sounds of music or voice. Slide rule tuning. Powerful Philco 5-tube chassis, including rectifier tube. Extra sensitive loop antenna for outstanding performance in difficult reception areas. AC or DC. Height 7⅛", width 11⅜", depth 4¼". Shipping weight 5¼ lbs. Blue with White or Beige with White. Specify color.

**8113E2147** **Specify Color** **$26.95**

*Specifications subject to change without notice.*



**Retail prices are suggested only and may vary in different trading areas.**

- All TYCO trains have scientific car weighting—top roadability.
- Hi-impact styrene plastic car bodies!
- TYCO features 5-pole 30M rpm motors that develop maximum speeds, steel truck axles—needle point bearings!
- All TYCO HO-gauge trains are spray-painted in authentic colors.
- Order famous TYCO accessories below!

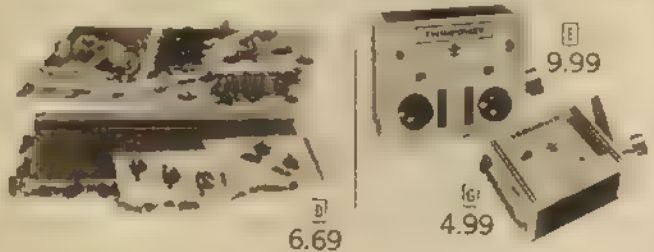
**A** **TYCO "RED BIRD EAST" ELECTRIC TRAIN** Action goes on this realistic "HO" scale electric freight whizzes along. Includes Twin "A" unit "Santa Fe" diesels (1 powered)—durable cast iron with operating light. Plus 5 plastic cars including skid car with pipe load. 14 metal track sections form 45 x 36 inch oval. Automatic uncoupling ramp. You'll love operating this sleek beauty. Power control unit not included—order [E] or [G] below.
X 923-5169 A—Shpg. wt. 4 lbs. 13 oz.....16.88

**B** **TYCO "CONTINENTAL EAST" TRAIN SET** All electric! Big railroad thrills and action with this 0-4-0 cast iron steam locomotive. Loco pulls operating hopper car, stock car, skid car with pipe load, and 8-wheel caboose. 11 sections of 18" radius curved track, 1 section 18" radius curved terminal track—you can make a double oval. Operating tie-trailer. Cars are made of high-impact styrene plastic. Powerpack not included—order [E] or [G] below.
X 923-5029 A—Shpg. wt. 4 lbs. 4 oz.....12.99

**FAMOUS TYCO "HO" SCALE ACCESSORIES** (not shown). Everything you need to make more intricate track patterns—add thrills to your layout. Remote control switches are push-button operated.
Track Shpg. wt. ½ oz.
X 923-5177 A—9" straight.....19c
X 923 5185 A—18" radius curved.....19c
90° Track Crossing. Shpg. wt. 2 oz.
X 923-5193 A.....1.77
Remote Control Switches. Shpg. wt. 5 oz.
X 923-5201 A—Left-hand switch.....3.88
X 923 5219 A—Right hand switch.....3.88

**C** **ELECTRIC TRAIN AND TUN-L-RAMA.** Ready-to-run set includes metal and plastic HO-gauge train with 0-4-0 "Dockside" switcher that has machined brass worm, nylon gear drive and working headlight. Plus 3 cars, including caboose. 12 sections interlocking plastic track—for full circle layout. Realistic scenery materials include: 5 assorted trees, bags of mock grass, earth and path, lichen—as well as colorful tunnel. Set comes complete with big 1-amp powerpack with circuit breaker and taper-wound rheostat. 110-120 volts, AC—UL listed. (Accessories listed above fit this set.)
X 923-5136 A—Shipping weight 5 lbs. 5 oz.....14.88

**D** **"LIFELIKE" LANDSCAPER KIT.** Has all needed materials for a truly natural 4 x 8-ft. landscape. Sturdy and resistible [illegible] 46 x 96-in. wide "grass" mat, 12 x 48-in. wide brown earth mat, 12 x 48-in. wide white path mat, 5 plastic trees and lichen for shrubbery.
X 923-5128 A—Shipping weight 4 lbs. 6.69



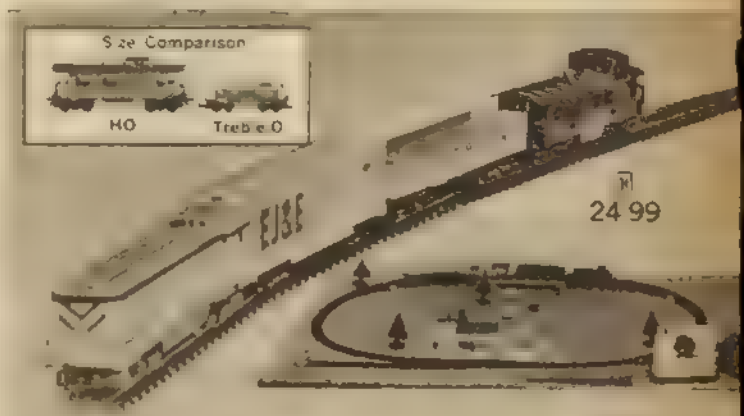

**E** **TWINPOWER CONTROL.** Controls up to 4 trains at different speeds/directions on 2 separate tracks. 2 full-amps output. 2 taper-wound rheostats. 2 direction-control switches, resettable circuit protector with overload indicator. DC output for trains, AC output for accessories. 7 x 5½ x 3½". 110-120 volts AC—UL listed.
X 923-5102 A—Shpg. wt. 3 lbs. 7 oz.....9.99

**G** **MRC TRAINPACK CONTROL.** Controls up to 2 trains. Full-wave 1-amp power output. For [illegible] railroad. Large Variac Power handle for speed control; [illegible] circuit protector, direction-control switch. Constant DC output for trains. 16-volt AC for accessories. Safety-grip line cord. 6 x 4¼ x 3 in. high. Operates on 110-120 volts, AC—UL listed.
X 923-5110 A—Shpg. wt. 2 lbs. 3 oz.....4.99

No down payment with Credit Command—see page 79

# "HO" gauge Train Sets

## for young engineers




**H** **TREBLE-O-GAUGE TRAIN SET.** World's smallest precision model railroad complete with accessories—⅓ the size of HO. Realistically detailed freight train makes for miniature track enjoyment. 34 pieces constructed of polyethylene plastic and steel-copper alloy. Consists of a locomotive, box car, gondola car, and caboose. Plus four pieces of 8-in. radius curved track, one piece of 15-in. radius curved track, one piece of 9-in. long straight track, two pieces of 4½-in. long straight track, one piece of straight track with a bumper, a pair of manual switches, and one powerpack. Included, for added realism are five plastic pine trees, five autos, a bridge, and a station. Use with AC only. UL listed. Imported from West Germany. No down payment with Credit Command.
X 923-5037 A—Shpg. wt. 3 lbs. 8 oz.....24.99

PENNEY 97

# all boys love Model Railroading . .

**A "THE KLONDIKE" 7-UNIT "S"-GAUGE FREIGHT.** Head down the high iron to fun. Powered by a double-unit Great Northern diesel with Pull-Mor power that gives better traction, pulls longer trains. Has operating headlight, remote control stops, starts, reverses. Diesel engine pulls Monon gondola, Shell tank car, M & STL boxcar, B & O hopper, caboose. 9 Pike Master track sections, includes terminal uncoupler section. 25-watt transformer, 110-120 volts, AC—UL listed. No down payment—see page 79

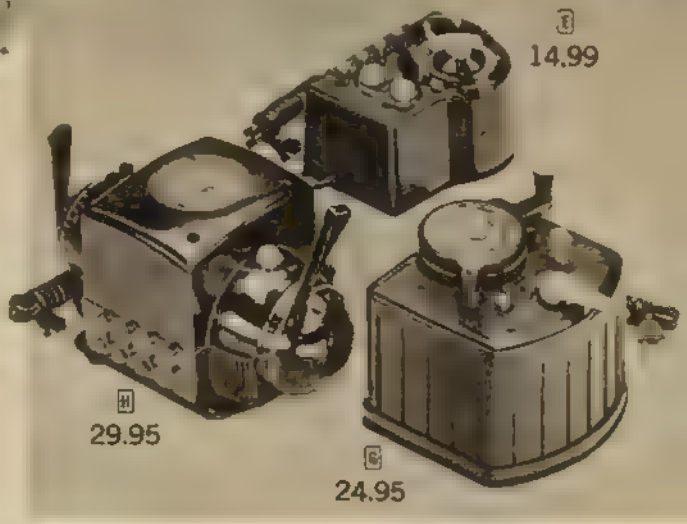
X 923-4790 A—Shipping weight 8 lbs. ..... 19.99

**B "THE CASEY JONES" 5-UNIT "S"-GAUGE FREIGHT.** Inspired by the legendary Casey Jones. 4-4-0 Burlington locomotive with remote control stopping, starting, reversing. Pull-Mor power. Locomotive pulls tender, B & M gondola, boxcar, caboose. 9 Pike Master track sections. 25-watt transformer— automatic coupling, uncoupling. Operates on 110-120 volts, AC—UL listed. A great value at Penneys low price

X 923-4808 A—Shipping weight 7 lbs. . . . 11.88

**C 5 UNIT CHUGGER STEAM FREIGHT.** Rugged plastic steam-type engine—with chug-chug noise. Locomotive pulls New York Central tender, gondola, manual log car with trip lever, caboose. Ten 027-gauge track sections with uncoupling ramp (order extra sections on page 99) Track measures 27 x 36, oval totals 102 in. Includes log bin, sign track connector, 50 watt transformer, 110-120 volts, AC—UL listed.

X 923 4949 A—Shipping weight 8 lbs. 9.88



**D NEW RAILROAD CENTER.** Add realism and bright color to all "S"-gauge train layouts. Assortment includes suburban station, water tank, watchman's shanty, signal bridge, freight station, 8 figures, 12 railroad signs. All plastic.

X 923-4774 A—Shpg. wt. 3 lbs. 3.69

**Pike Master Track and Switches**
(Not shown.) For 7/16" scale railroad layouts. Fits all "s"-gauge, 2-rail track.

**Straight Track.** 10-in. section.
X 923-4816 A—Shpg. wt. 7 oz. . . 23c

**Curved Track.** 12-in. section.
X 923-4824 A—Shpg. wt. 7 oz. . . . 23c

**Remote Control Switch.** Right hand.
X 923-4832 A—Shpg. wt. 8 oz. 3.77

**Remote Control Switch.** Left hand.
X 923-4840 A—Shpg. wt. 8 oz. 3.77

**E 125-WATT LIONEL TRAINMASTER TRANSFORMER.** Type LW. Recessed, illuminated dial. 2 buttons control train direction, horn or whistle. 2 fixed voltage ranges. Variable warning light—shows voltage intensity and "shorts." 6¾ x 4½ x 5 in. 125-watt, 115 volts, 60 cycles, AC—UL listed. Buy all your model railroading equipment the Penney Catalog way

X 923-4857 A—Shipping weight 5 lbs. ..... 14.99

**G 190-WATT LIONEL TRAINMASTER TRANSFORMER.** Type KW Operates 2 train sets plus loads of accessories. 2 separate train direction and horn and whistle control circuits. Automatic circuit breaker, "shorts" indicator. High-impact phenolic plastic case. Measures 7⅛ x 6⅜ x 7½ in. 190-watt, 115 volts, AC, 60 cycles—UL listed

X 923-4865 A—Shipping weight 9 lbs. 8 oz. ..... 24.95

**H 275-WATT LIONEL TRAINMASTER TRANSFORMER.** Type ZW. 4 variable voltage circuits will operate up to 4 different train sets at one time. 2 separate built-in horn and whistle control circuits. 2 separate train direction levers. Self-resetting circuit breaker—protects against overloads. Green light indicates "Power On," red light warns of "shorts." Durable phenolic plastic housing. Measures 12½ x 7 x 6¾ in. 275-watts, 115 volts, AC, 60 cycles—UL listed. No down payment—see page 79 for details

X 923-4873 A—Shipping weight 9 lbs. ..... 29.95

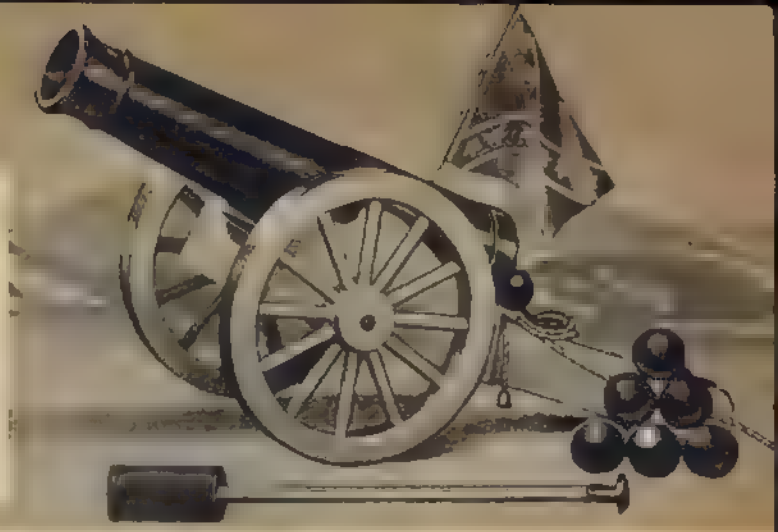


Save this Catalog to order toys throughout the year they'll be available till Sept 21, 1964.

DICK TRACY
POWER JET
SQUAD GUN
1
30 IN. LONG
$3.44
DICK TRACY
2
Dick Tracy
Patrol Squad Set
$3.99
3
Buffalo Hunter Set
$5.32
4
Colt Six Shooter Rifle
$3.44
5
Holster Detective Set
$2.97
6
Gunfighter Set
$5.99
7
Frontier Set $3.88
8
Rebel Scattergun Set $5.88
9
Complete
Western Outfit
$6.88
324 WARDS BACAR

# "Johnny Reb"

## Authentic Reproduction Of Civil War Cannon $7.88 "Charge It"



**Johnny Reb Authentic Civil War Cannon.** A replica of the cannons that boomed out across the battlefields of Gettysburg and Appomattox. Wheel the big cannon into position. Load the safe, harmless featherweight, plastic cannonball down the barrel. (Cannon can not fire other objects.) Ram the cannonball into firing position with the ramrod, pull the lanyard and your Johnny Reb "BOOOOOMS" the cannonball forth, up to 35 feet. A bright colorful flag on the cannon waves in the breeze and salutes each new victory. The cannon is light weight and can easily and rapidly be drawn from one battle station to another. Comes complete with 6 cannonballs, tow rope, a confederate flag and a loading ramrod.
48 T 3362 M—Abt. 30x12¼x11¼ In. *Mailable*. Ship. wt. 8 lbs. 4 oz. . **$7.88**

MATTEL

SHOOTIN' SHELL GUNS

# *Favorite Playtime Guns*

REAL LIKE SHOOT'N IRONS FOR BACKYARD FUN

(1) **Mattel's Official Dick Tracy Power Jet Gun.** Shoots a stream of water as far as 35 feet, fires smoking caps* at the same time. Pump action with up to 30 spurts with each loading. Watertight chamber keeps water supply flowing while separate cap firing mechanism keeps ammunition dry. Rugged metal rust-proof mechanism, tuff-to-break plastic construction. Wood-grained stock has official insignia.
48 T 3461 M—30 in. long. Wt. 1 lb. 12 oz. . . . . **$3.44**

(2) **Mattel's Dick Tracy Patrol Squad Set.** Two realistic toy guns for the Jr. Detective. Tommy-Burst features slide bolt action . . . squeeze trigger for single shot or burst of shots. Has official insignia on stock. Matching Shootin' Shell Snub nose .38 pistol. Shoots safe plastic shells and fires caps.* Includes Dura-hyde belt holster, 8 Shootin' Shell cartridges and 12 safe bullet noses.
48 T 3457 M—*Mailable*. Ship. wt. 2 lbs. 8 oz. Set **$3.99**

**Tommy-Burst Gun Only** from set (2) above.
48 T 3458 M—*Mailable*. Ship. wt. 1 lb. 8 oz. **$2.29**

(3) **Mattel's Buffalo Hunter Set.** Has a 26-in. Shootin' Shell Winchester rifle packed with features . . . lever action and shell ejection, secret trigger for rapid firing of roll caps,* magazine storage for extra Shootin' Shells. 9-in. Shootin' Shell Fanner pistol loads 6 Shootin' Shells for [illegible] shots or rapid firing. Cowhide holster and scabbard . . . flexible 9-in. safe plastic-blade Buffalo hunting knife . . . 3 cartridges, 30 bullet noses and target. *Mailable*.
48 T 3382 M—Ship. wt. 3 lbs. . . . . *Set **$8.32**

**Rifle Only,*** 2 cartridges, 5 bullet noses. *Mail*.
48 T 3413 M Target incl. Wt. 1 lb. 6 oz. . **$2.27**

(4) **Mattel's Colt 6-Shooter Rifle** loads like a pistol, fires* like a rifle, has cartridge ejector, revolving cylinder. Wood-grain finish stock and grip, steel barrel, metal mechanism. Complete with 6 play bullets, Shootin' Shell target, 6 cartridges, 24 bullet noses. *Mailable*.
48 T 3414 M—Ship. wt. 1 lb. 12 oz. **$3.44**

(5) **Mattel's Shootin' Shell Shoulder Holster Set.** Snub-nose .38 fits in black holster, detective badge, "ID" cards in wallet, 6 cartridges, 12 bullet noses and a target. Fun for the real sleuth. Fires caps
48 T 3388—*Mail*. Ship. wt. 1 lb. 8 oz. . . . *Set **$2.97**

(6) **Mattel's Double Holster Fanner Gunfighter Set** Shootin' Shell Fanners shoot safe Shootin' shells with bullet noses. Handsome Dura-hyde set with 10 all-metal bullets in belt loops, 12 cartridges, 24 safe bullet noses of plastic. *Mailable*.
48 T 3460—Ship. wt. 3 lbs. 6 oz. [illegible]

(7) **Mattel's Shootin' Shell Frontier Set** Shootin' Shell Winchester rifle with lever action and secret trigger. Plus cap-firing Fanner 50-pistol that can be triggered for single shot or fanned. Black Dura-hyde holster with tooling, 2 cartridges, 6 bullet noses.
48 T 3468 M *Mailable*. Ship. wt. 2 lbs. 8 oz. *Set **$3.88**

**Holster Set.** Fanner 50-cap firing pistol.*
48 T 3458 *Mailable* Ship. wt. 1 lb. 8 oz. **$2.44**

**Now No Money Down**—SEE PG. 227. KEEP THIS CATALOG. TOYS AVAILABLE UNTIL OCT. 1, 1963

(8) **The Official Rebel Scattergun Rifle Combination Outfit** Modeled after The Rebel on television. Everything to outfit that young rebel soldier in your house. Scattergun rifle shoots 2 rolls perforated caps separately or all at once plus genuine leather Civil War officer-type holster. With 12-in., 50-shot break-action repeater gun. 1½-in. wide rebel belt with bullets in the loops. An authentic model of a Rebel belt buckle. Rebel hat. Rebel good-luck charm on leather neck thong. *Mailable*.
48 T 3475 M—Ship. wt. 4 lbs. 6 oz. Rebel Set* **$3.88**

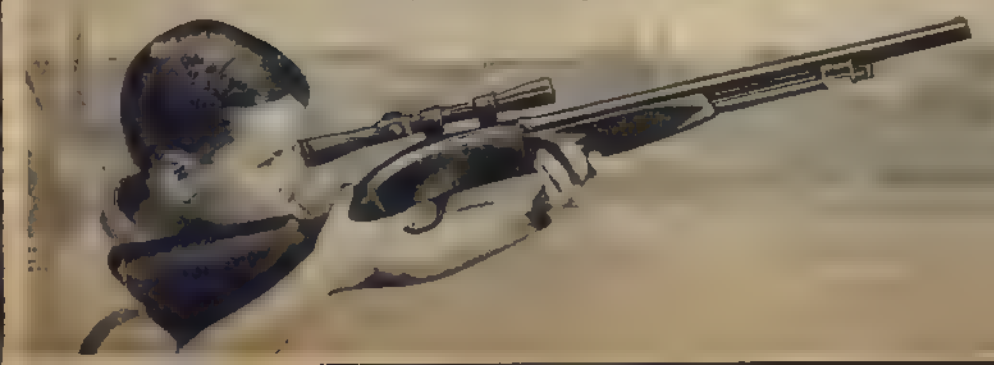
(9) **Complete Combination Western Set.** Includes 2, 250-shot pistols, 30-in. rifle that loads and fires 5 bullets, fires roll of caps,* has dummy shotgun shell and extra bullets. Decorated genuine leather double holster, contour belt with 12 silver-color bullets in bullet clip and large western-style buckle. Genuine leather cuffs for that western outfit have "jewel" crested ornaments. Nickel-plated metal spurs with leather straps. Sheriff's badge you press at top to release hidden derringer pistol.
48 T 3371 M *Mail* Ship. wt. 5 lbs. 8 oz. . Set **$6.88**

(10) **Mattel Shell Pak.** 3 Cartridges, 30 bullet noses for all Shootin' Shell guns. **Bullet Pak.** 8 metal play bullets.
48 T 3320 —4 oz. Both **79c**

*Residents: Del., [illegible] under 16 in Ohio May Order Only Guns That Do Not Shoot Caps. Guns Not Sold To Residents of Utah (No Caps Included With Guns.)

# NEW! Electronic Rifle Range $15.88

**Lafayette Electronic Rifle Range.** Action-packed skill game. Full size rifle shoots beam of light (no pellets or darts). Adjustable telescopic sight. Moving electronic bull's eye lights and rings a bell when hit. Rifle uses one 9-v transistor battery, target uses 6 "D" cell batteries (not included).
48 T 3326 M—*Mail*. Ship. wt. 7 lbs. Batteries sold on Page 345. . . . . **$15.88**



1 $4.88

2 $2.88

3 $1.96

# *Shootin' Irons For* THE TWO-GUN HERO

**1 Shootin' Irons On Each Hip** to please any hombre in your house. 2 genuine leather, Palomino colored holsters decorated with conchas and jewels. Looped to belt for low slung "fast-draw" action. 12 silver bullets in belt with large engraved western buckle. Guns shoot 250 roll of caps* with easy action trigger. Ship. wt. 3 lbs. 4 oz.
48 T 3435—*Matlable*..... **$4.88**

**2 Double Fast Drawin'** with this handsome set. Double holster in genuine tan and black leather. Tan pockets with real western-styled conchas and red jewel decoration. Wide black belt with stallion head motif tooling. Belt holds 12 silver bullets and has large silver western tongue buckle for easy adjustment. 250 roll cap*-firing guns. *Matlable.*
48 T 3391—Wt. 2 lbs. 2 oz. **$2.88**

**3 Cowboys Amble Proudly** with these double holster and guns with handsomely decorated polished chrome barrels. Genuine buff leather holsters with large star conchas on red back ground. Wide buff belt or girdle belt, black trim in western motif. Has 3 bullets in clip and slide buckle. 2 single shot cap-firing* pistols to tote on his hips. *Matl*
48 T 3436—Wt. 1 lb. 6 oz. **$1.96**

4

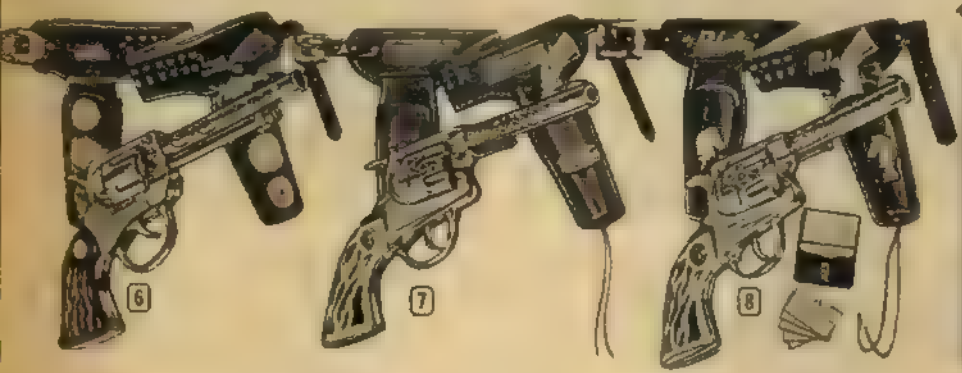
## Deluxe Single Holster $2.88

**4 Deluxe Model Single Holster Set.** Attractive Black and White genuine leather. Decorated like a real western hero's with conchas and jewel clusters. Large hip-hugging belt for low slung, fast-draw action. Western style belt has 12 silver bullets in clip, large garrison style buckle for easy adjustment. 250 roll cap*-firing pistol is made of rugged die-cast metal. Has handsome relief barrel, decorated grip.
48 T 3437—*Matlable*. Ship. wt. 1 lb. 8 oz.... **$2.88**

5

## Single Holster Set $1.88

**5 Single Holster For The Man Who Needs Only One Fast Gun.** Smart black leather holster decorated with white screening, western conchas and jewels with black cross strap. Large girdle style belt with stallion-head motif and decorated with 6 bullets and bullet clip. Tongue buckle for easy adjustment. 250 roll cap*-firing pistol. Just the set for fast riding man of your house. Nicely boxed. *Matlable.*
48 T 3499—Ship. wt. 1 lb. 4 oz. ..... **$1.88**



6 7 8

## 3 TV Favorites—Your Choice $3.98

**6 Lone Ranger Double Holster Set.** Just like the Lone Ranger's. Genuine black leather with white and blue trim. Tubular pocket-holster for fast draw action. Holsters have stallion head motif, conchas, jewels. Wide leather belt holds 18 silver bullets, 250 roll cap*-firing pistols. *Matl.*
48 T 3433—Wt. 2 lbs. 12 oz. **$3.98**

**7 Gunsmoke Double Holster Set.** Just like the one worn by Matt Dillon, Sheriff of Dodge City on television. Fast-draw double holsters in Ginger color leather with Gunsmoke name on belt and Matt Dillon written across the straps. 12 silver bullets, leather leg ties. 2 Gunsmoke repeater pistols. Now that young cowboy can be his own Matt Dillon. *Matlable*
48 T 3366—Ship. wt. 3 lbs. **$3.98**

**8 Have Gun Will Travel.** Realistic Paladin double holster set in black leather with Paladin written on the belt. Metal chessmen conchas on holsters, 6 bullets in belt and leg ties. 2 large Paladin repeater pistols, card case with 25 calling cards and a membership in the Paladin Fan Club. He'll be a proud gun-toting fighter. *Matlable*
48 T 3365—Ship. wt. 3 lbs. **$3.98**

9

## Pint Size Pistols $1.88

**9 Two Pint-Size Single Shot Pistols.** Just 5½ in. long, for the nursery corral. Cone shaped holsters of genuine black leather with red trim. Cuffs to match. Black leather belt with slide buckle adjustment. Complete with gay red-white western style kerchief. *Matlable*
48 T 3377—Ship. wt. 1 lb..... **$1.88**

***In Accordance With State Laws, Residents Of Delaware and Minors Under 16 in Ohio May Order Only Guns That Do Not Shoot Caps. Guns Not Sold to Residents Of Utah. No Caps Included With The Sale Of Guns On These Pages**

**French Scroll**
*(shown 9/10 actual size)*

## Alvin Sterling

**OPEN STOCK PIECES**

**The sterling pieces illustrated at right are available in open stock . . . in all Alvin patterns, shown on pages 319 to 321.**




*Order French Scroll, Spring Bud, Rosecrest, Chapel Bells, Star Blossom, Southern Charm or Bridal Bouquet from listings below:*

**5-pc. Place Setting.** 1 each: knife, fork, salad fork, teaspoon and cream soup spoon. *Specify pattern.*
12-6359 A1964 Luncheon Size (12 oz.)..... $32.73
12-6367 A2141 Dinner Size* (13 oz.)..... 35.68

**52-pc. Set** . . . service for 8. Includes: eight 5-pc. place settings, 8 butter spreaders, 2 tablespoons, butter knife and sugar spoon. *Specify pattern.*
12-6391 A20784 Luncheon Size (5 lbs. 14 oz.) $346.37
12-6409 A22338 Dinner Size* (6 lbs. 4 oz.).. 372.28

**Open Stock** . . . prices are each. *Specify pattern when ordering.*

| | | |
|---|---|---|
| 12-6417 A286 | Teaspoon (1 oz.) | $4.79 |
| 12-6425 A477 | Luncheon Fork (1⅝ oz.) | 7.95 |
| 12-6433 A423 | Luncheon Knife (2 oz.) | 7.05 |
| 12-6441 A600 | Dinner Fork* (2 oz.) | 10.00 |
| 12-6458 A477 | Dinner Knife* (3 oz.) | 7.95 |
| 12-6466 A395 | Salad Fork (1⅜ oz.) | 6.59 |
| 12-6474 A382 | Cream Soup Spoon (1⅝ oz.) | 6.36 |
| 12-6482 A327 | Butter Spreader (1 oz.) | 5.45 |
| 12-6490 A436 | Oval Soup Spoon (1¾ oz.) | 7.27 |
| 12-6508 A382 | Iced Drink Spoon (1 oz.) | 6 36 |
| 12-6516 A177 | Small Coffee Spoon (¾ oz.) | $2.95 |
| 12-6532 A573 | Butter Knife (3½ oz.) | 9.55 |
| 12-6540 A436 | Sugar Spoon (3 oz.) | 7.27 |
| 12-6557 A791 | Tablespoon (2¾ oz.) | 13.18 |
| 12-6581 A791 | Pierced Tablespoon (3 oz.) | 13.18 |
| 12-6573 A791 | Gravy Ladle (3½ oz.) | 13.18 |
| 12-6599 A791 | Cold Meat Fork (3½ oz.) | 13 18 |
| 12-6524 A273 | Oyster Fork (1 oz.) | 4.55 |

*Federal Excise Tax must be added to all prices on these pages*

**Dinner knives and dinner forks are ¼" longer than luncheon size. Either size is correct for formal or informal use*

# Arvin TRANSISTOR PORTABLE RADIOS

*LISTENING PLEASURE WITH GO POWER*

COLOR MATCHED ENSEMBLE
GIFTED 6 TRANSISTOR POCKET RADIO

This pint-sized powerhouse is precision built with 6 transistors and diode, big tone-right Velvet Voice speaker, far-reaching antenna. Noise-free on-station tuning assured, including automatic volume control. Shock-proof reliability built-in with Arvin's copper photo circuit. Long life 9-volt "pop-in" battery included in gift package with private earphone and top grain carrying case to slip over the shatter-proof plastic case.

Dimensions 2½" Wide, 3¼" High, 1⅛" Deep • Shipping Weight 1 lb. 2 ozs.

**8126E1965** Blue & Silver, Black & Gold (Specify). . **Sugg. Retail $24.95**

"INTERNATIONAL II" 3 BAND PORTABLE

Eavesdrop on a whole world of pleasure and information you can't get on any other set . . . with powerful short wave, long wave and AM frequency bands. 8 "D" cell flashlight batteries are 500 hours long on power each. Each band has its own antenna — two built-in, one a 48" telescoping whip. Easy indirect tuning with slide rule dial, plus separate tone control, tuned RF stage. Big 5" speaker comes with earphone jack. Radio has handy indexed log book with complete information on use of all bands. Smartly styled with tooled bright metal face, the husky wood case has a durable plastic covering.

Dimensions 11½" Wide, 7⅜" High, 5½" Deep • Shipping Weight 10 lbs.

**7908E7196** Black & White. . . . . **Sugg. Retail $99.95**

MINI-MASTER
6 TRANSISTOR

The exciting sound of extra power is built-in with 6 transistors plus diode. Pull in the faintest signals with the powerful rod antenna, keep pulling with the new 9 volt "pop-in" instant change battery. Other reliable Arvin features are the "throaty" Velvet Voice speaker, strong copper photo circuit. Easy-to-read dial identifies civil defense frequencies. Complete with genuine leather carrying case, battery and earphone.

Dimensions 2⅝" Wide, 4⅜" High, 1⅜" Deep • Shipping Weight 9 ozs.

**8127E1356** Sunset (Complete Pack). . . . . **Sugg. Retail $16.95**

**8128E1201** Mint Green (Radio only). . . . . **Sugg. Retail $13.95**

SUPER SENSITIVE 7 TRANSISTOR PORTABLE

Here's the set with pull. Precision and performance built-in with 7 transistors plus 2 diodes, fringe-tested ferrite rod antenna. 4 "AA" penlight batteries give long life; the shatter-proof plastic case gives lasting beauty. Plus Arvin's copper photo circuit and the big 2¾" Velvet Voice speaker with earphone jack. Accurate vernier drive tuning identifies civil defense frequencies. Batteries and earphone included.

Dimensions 3⅝" Wide, 6⅜" High, 2¼" Deep • Shipping Weight, 1 lb., 4 ozs.

**8129E2336** Blue Mist, Dark Charcoal (Specify) . . . . **Sugg. Retail $29.95**



Retail prices are suggested only and may vary in different trading areas.

## TOP GRAIN LEATHER COVERED 8 TRANSISTOR "PERSONAL" PORTABLE

Powerful 8 transistors plus diode give a "command performance" every time. Keep on-the-go with long 200-hour battery life, keep on-station with precision vernier drive tuning. Arvin quality features include 2¼" Velvet Voice speaker plus earphone jack, and "shock-proof" copper photo circuit. Sensitive rod antenna is built-in, and civil defense frequencies conveniently identified. Top grain leather custom case covers the chrome plated die cast case. This sleek beauty comes complete with leather shoulder strap, 4 "AA" pen-light batteries and earphone.

Dimensions 3⅛" Wide, 6¾" High, 2⅞" Deep • Shipping Weight 2 lbs.

**811AE2656** Black Leather, Chestnut Leather (Specify).....Sugg. Retail **$34.95**

## 7 TRANSISTOR MIGHTY MITE

This miniature has big pull, with a sensitive ferrite rod antenna. Power-packed with 7 transistors and diode, plus shock-proof copper photo circuit. Quality 2¼" speaker has earphone jack. Includes long lasting 9 volt "pop-in" battery, identified civil defense frequencies. Break-resistant plastic case with metal grille is gift-packed with earphone and battery in leather carrying case.

Dimensions 2⅛" Wide, 4⅜" High, 1⅛" Deep • Shipping Weight 13 ozs.

**791DE1938** Ice Blue, Black (Specify).....Sugg. Retail **$24.95**

## BUDGET PRICED 6 TRANSISTOR POWERHOUSE

A little wonder, this portable has 6 transistors and diode plus high performance circuitry. Rugged built-in antenna and big Velvet Voice speaker assure top audio sound. Arvin's shock-proof copper photo circuit included with new long-life 9 volt "pop-in" battery, earphone jack, identified civil defense frequencies. Gift-packed with earphone, battery and leather carrying case to slip over shatter-proof case.

Dimensions 2⅜" Wide, 4⅝" High, 1⅜" Deep • Shipping Weight 13 ozs.

**791IE1571** Sunset, Black Pearl (Specify).....Sugg. Retail **$19.95**

Arvin

Plays standing up or lying down

FM whip antenna rotates for best reception

Calibrated tuning dial can be read from either top or front of radio

## AM/FM LEATHER COVERED 12 TRANSISTOR PORTABLE RADIO

Here's big power, a big world of AM/FM sound you *can* take with you. 12 transistors plus 5 diodes spell top performance, with Automatic Frequency Control keeping FM drift-free. Sensitive 30" whip FM antenna plus rod type AM antenna catches weakest signals, even in your automobile. 150-hour battery life keeps them coming. Velvet Voice 4" speaker plus earphone jack complemented by smooth vernier drive tuning with separate AM and FM dials for tuning ease. Full range tone control and separate volume control included, with tuned RF stage on FM. Custom case of top grain leather with chrome plated die cast front includes 6 standard "C" cell batteries and earphone, plus leather carrying handle and long shoulder strap.

Dimensions 8¼" Wide, 6⅝" High, 2½" Deep • Shipping Weight 4 lbs.

**811SE6612** Cobbler Tan.....Sugg. Retail **$89.95**

## COVERED IN TOP GRAIN LEATHER DELUXE 8 TRANSISTOR PORTABLE

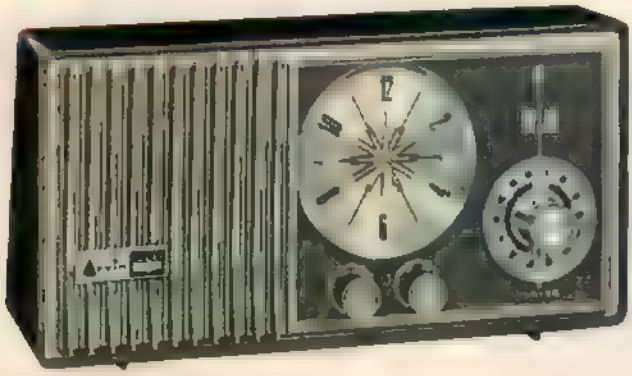
There's precision performance in this set of 8 transistors plus diode, complete with powerful 3 stage audio amplifier. 200-hour battery life assures lasting power, big 3½" speaker with earphone jack insures rich tone. Ferrite rod antenna backs up two position tone control, RF amplifier stage. Indirect drive tuning with slide rule dial has identified civil defense frequencies. Complete with earphone and 4 "C" cell batteries in saddle-stitched luxury case.

Dimensions 7⅜" Wide 5⅝" High, 2¾" Deep • Shipping Weight 3 lbs.

**790TE2956** Chestnut Leather.....Sugg. Retail **$39.95**
Same as above with added feature of outside antenna jack — plug-in auto antenna for combination auto and portable radio.
**811GE3672** Black Leather.....Sugg. Retail **$49.95**

# Arvin AM/FM•TABLE•CLOCK RADIOS

*STYLED FOR TODAY, TIMED FOR TOMORROW*



### Top of the Morning NEW 7 TUBE AM/FM CLOCK RADIO

Start the day right with 7 tube performance on AM or static-free FM. Wake-to-Music or Wake-to-Alarm with full feature clock function. Automatic slumber switch turns off radio after you're asleep, too. Sensitive line cord FM antenna and rod type AM antenna included with smooth vernier drive tuning, big 5" speaker, even luminous tipped clock hands. Modern break-resistant cabinet has a back hand-fold, and external antenna connections.

Dimensions 14½" Wide, 7¼" High 5" Deep • Shipping Weight 7½ lbs

**8122E3672** Moonstone, Charcoal (Specify).....Sugg. Retail **$49.95**

### 5 TUBE CLOCK RADIO WITH NIGHT LIGHT

No guesswork here ! Illuminated clock face, plus Select-A-Lever action spell full feature ease. Includes Slumber Switch to shut radio off automatically when you're asleep, plus handy Repeat-A-Call alarm. 5-set-saving low temperature tubes power a big 6" speaker. There's smooth vernier tuning, too. A 1100 watt appliance outlet is included in slim back-enclosed plastic case.

Dimensions 13⅜" Wide, 6⅛" High, 5½" Deep • Shipping Weight 6 lbs

**8123E3020** Blue Mist, Off White (Specify).....Sugg. Retail **$39.95**

Same radio as above without night light and deluxe trim.

**8124E2715** Pink, Off White (Specify) . . . .Sugg. Retail **$34.95**

### FULL FEATURE 5 TUBE CLOCK RADIO

Set your mood with pace-setting Wake-to-Music or Wake-to-Alarm. Added slumber switch turns radio off automatically after you're asleep. Rich AM reception assured with 5 tubes and superheterodyne circuit powering a large 4" speaker. Other pulling power . . . the large loop antenna and durable designer plastic case with brushed gold clock face.

Dimensions 12⅛" Wide, 5⅛" High, 5" Deep • Shipping Weight 5 lbs

**7902E1965** Pink, White Opal (Specify).....Sugg. Retail **$24.95**

Same radio as above without alarm buzzer or slumber switch.

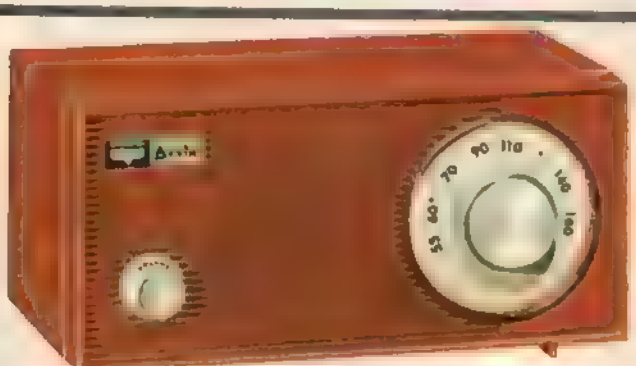
**7903E1692** Off White.....Sugg. Retail **$19.95**

### 5 TUBE RADIO WITH REPEAT-A-CALL

With a flip of your finger, Repeat-A-Call resets the alarm to wake you again after that extra "forty winks." This full feature beauty lulls you to sleep, then turns radio off with automatic Slumber Switch. Other features are the luminous nite-glo clock hands, 5 low temperature set-saving tubes, plus the sleek styling of the wrap-around cabinet.

Dimensions 13" Wide, 5½" High, 4⅛" Deep • Shipping Weight 5 lbs

**8130E2336** Moonstone, Off White (Specify).....Sugg. Retail **$29.95**

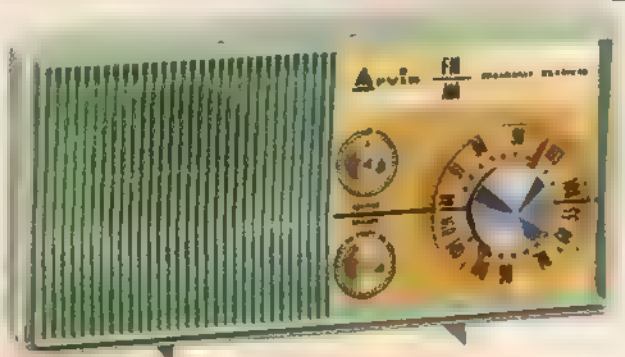


### 5 TUBE SPECIAL VALUE TABLE RADIO

Big 5 tube power at a price . . . your price. Faintest signals sound rich and clear with the large loop antenna, big 3½" Velvet Voice speaker. Identified civil defense frequencies and set-saving low temperature tubes are extra bonuses. Durable cabinet has uncluttered designer styling.

Dimensions 8⅜" Wide, 4½" High 5¼" Deep • Shipping Weight 4½ lbs

**8125E1335** Sunset, Powder Blue, Charcoal (Specify).....Sugg. Retail **$17.95**



### POWERFUL 7 TUBE AM FM BROADCAST RECEIVER

Powerful 7 tube performance gives you lively AM or static-free FM with a turn of the dial. Powerful line cord FM antenna and rod type AM antenna with external connections pull in weakest signals. Includes shock proof copper photo circuit, husky 4" Velvet Voice speaker. Smooth vernier drive tuning has identified civil defense frequencies, tuned RF stage for FM. Slim-jim designer cabinet is break-resistant plastic.

Dimensions 13½" Wide, 6⅛" High, 4½" Deep • Shipping Weight 5½ lbs.

**7901E2910** Mint Green & Off White, Moonstone & Gray (Specify)

. . . . . .Sugg. Retail **$36.95**



Retail prices are suggested only and may vary in different trading areas.

## *Here Barbie can put on a fashion show in her own new shop* $3.99

It's over 3 feet long and really elegant. Mannequin with movable arms poses in showcase window. Shelves and built-in cabinet adjoin display alcove hang fashions here. Display case. Note curtained stage . . use it as dressing room, too. Model's entrance is in back. 3-way mirror. 2 arm chairs assure "customers' " comfort. Coffee table. Chipboard fashion shop stands 17¼ in. high. Carrying handle. Folds compactly for easy storage.

79 N 1408L—Shipping weight 8 pounds. . $3.99

*NOTE: Dolls and clothing not included with any Doll House on these 2 pages. All assemble easily*

### Barbie relaxes in her furnished Studio $4.44

A small girl's delight. Unfold the corrugated suitcase . . it's Barbie's colorful chipboard home. Easy-to-assemble furnishings include sofa, chair, ottoman, vanity, mirror, bench, pillow, coffee table, 2 book sets, record albums, Ken's picture, lamp, wardrobe bed, TV, record player console. Pictures, pennants and rugs attached to 3 walls. floor 26x33x14½ inches high

79 N 1429C—Shipping weight 9 pounds $4.44

### Tammy entertains in her Playroom or Patio $4.44

Has soda fountain, juke box, TV set, table tennis table, shuffleboard, built-in desk, closet. Pictures, dart board, game on wall. Patio has chaise lounge, side table, barbecue pit. Chipboard. Folds, with handle, 26x33x14½ inches high

79 N 9361L—Shipping weight 8 pounds $4.44

### Barbie 4-poster Bed

**$2.88**

White high-impact plastic with molded vinyl mattress, pillow and under-bed chest with sliding drawer. Spread and canopy are ruffled pink plastic. 7x12x13 inches. Easily assembled.

49 N 9248—Shpg. wt. 1 lb. 6 oz. $2.88

### Bedding for 4-poster above

4-pc. set **$1.99**

Add to Barbie's comfort with fitted bottom sheet, top sheet, pillow case and soft blanket. Cotton.

49 N 9358—Shpg. wt. 3 oz. Set $1.99

2 **$3.33**

1 **$4.99**

## For *Barbie's* Room

*(Midge would love them, too)*

**1 Queen-size Bed** is white high-impact plastic with gold-color trim, tufted fabric head and footboards. Comes complete with matching spread and bolster. Secret drawer under box holds valuables. Measures 18x12x10 inches high overall.

Shipping weight 7 pounds.

49 N 9357 $4.99

**2 Wardrobe** is white high-impact plastic with a full door mirror, shoe rack, hat rack, three sliding drawers, six plastic hangers. Matches vanity, 4-poster bed at left and queen-size bed above. Will hold all her clothes neatly. 7x4x14 in. high.

Shipping weight 3 pounds.

49 N 9321 . . . . . $3.33

**3 Vanity** is graceful French Provincial style in white high-impact plastic trimmed with gold color. Mirror, telephone, Ken's framed picture, tissue holder, stool with pale seat, mat and rug. Table measures 7x4x13 inches high overall.

Shipping weight 1 pound.

49 N 9326 $2.69

3 **$2.69**

### A Wardrobe for Ken

**$3.59**

Keep his clothes wrinkle-free. High-impact plastic. Has door mirror, shoe rack, hat rack, accessory tray, 6 sliding drawers, hangers. 7x4x14 inches high.

49 N 9356—Shipping wt. 2 lbs. . $3.59

4 **$2.44**

5 **$1.92**

6 **$3.99**

7 **$3.99**

### Barbie, Ken Carrying Cases

**4 Ken's Case** is washable vinyl, assorted colors. Brass fittings, hangers, double drawers. 11x4x13 inches high.

49 N 9328—Shpg. wt. 2 lbs. 2 oz. $2.44

**5 Matching Barbie Case.** 10x3x12 in.

49 N 9309—Wt. 1 lb. 8 oz. $1.92

### Trunk Carries all 3

**6 Holds Barbie, Midge, Ken**—and their clothes. Electronically sealed vinyl; aluminum frame. 10x7x13 in. high. Doll clothing not incl.

49N9331-Wt.3lbs 8oz $3.99

### Barbie-Midge Case

**7 Tote both dolls on trips.** Vacuum formed section even holds their wardrobe and accessories. Electronically sealed. Screen printed vinyl. 18x4x14 inches high.

49 N 9330—Wt. 3 lbs. 12 oz. $3.99

8 9

## *Watch us whiz down the road*

### New! Hot Rod for Barbie and Ken **$4.88**

**8 Big drag-race rear wheels, bucket seats, roll bar.** Plastic. Turquoise, fuchsia trim, ivory interior. 7¾x18 in. long.

49 N 1460—Shipping weight 2 pounds 12 ounces. . . $4.88

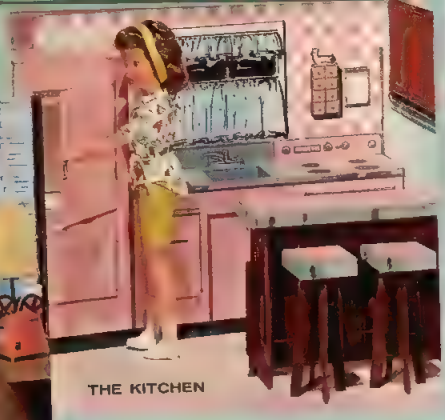
### Snappy Sports Car for Barbie **$3.88**

**9 Midge and Ken can go riding.** Peach plastic body with chrome-color fittings, clear windshield, aqua bucket seats. Free-wheeling rubber-like tires on steel axle. 7¾x18 in. long.

49 N 1405 Shipping weight 2 pounds 10 ounces $3.88

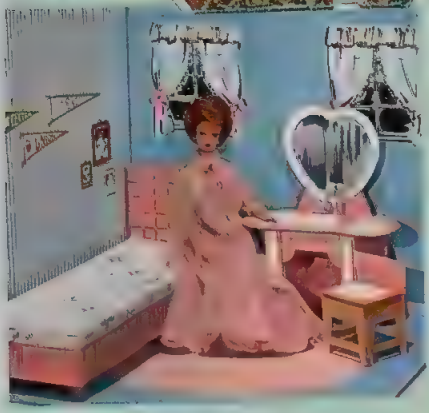
Dolls not included.

THE LIVING ROOM



THE KITCHEN

THE PATIO



THE BEDROOM

*Sears puts at your fingertips more of what America's children want most*

# THIS DOLL HOUSE

**Three completely furnished rooms and a patio, all of corrugated board, scaled to fit Tammy and her family, or Barbie and her friends**

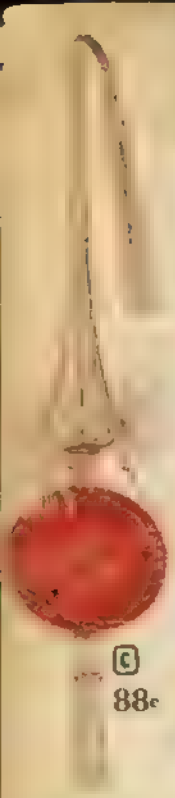
Modern, colorful home opens to almost 4½ feet long

**$5.99**

Delightful home where your doll can live like a little princess. Living room has couch, chairs, table, lamp, movie projector, TV and Hi-Fi sets, wardrobe cabinets with sliding drawers. Kitchen includes breakfast bar, 2 stools, refrigerator-freezer, dishwasher, sink, stove with oven. In bedroom vanity, chair, bed. Patio: picnic table with umbrella, chaise, grill. 53x22x13 in. high when open. Folds for storage, handle for easy carrying.

79 N 9308C—Shipping weight 9 pounds..... **$5.99**

A $3.88
C $12.95 and $29.95
D $11.95 and $14.95
B $2.09 to $10.98
F $3.98 to $9.89
G
L
M
J $5.88 to $14.88
K 12.98
H $3.29



C
88c

8 for $2.29 **FANCY GERMAN ORNAMENTS** 12 for $2.29

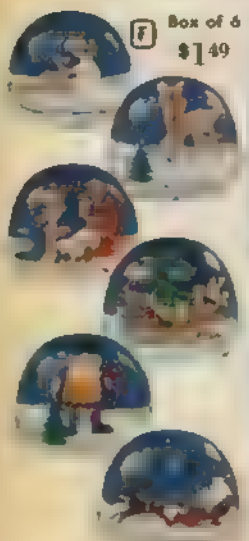
Satin Apples 12 for $1.98

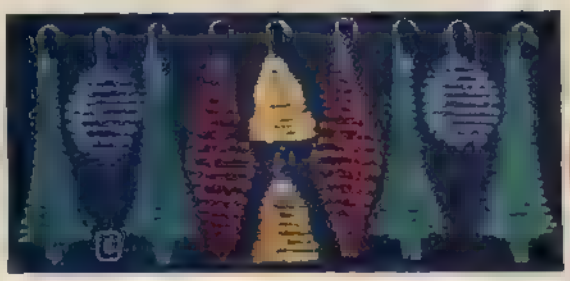
Elf Musicians 5 for 98c

J
Solid Color Ornaments
3 Sizes . . . 6 Colors
88c to $1.98
Box of 12

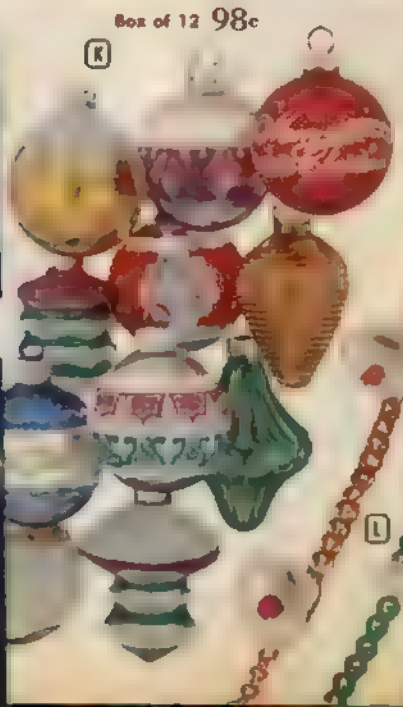
Box of 12 98c

F Box of 6 $1.49





Springles 10 for 88c Little Angels 6 for $1.79



K

L 5 Strands $1.19

# CHOOSE YOUR TREE

## For Glamorous, Long-lasting Beauty

1 Fireplace Complete $3.89

Corner Fireplace 2 $3.97

**1 2 Christmas and a Fireplace Belong Together!** Here is the traditional hearth for the hanging of Christmas stockings . . . brick pattern, fireplace tools stoneprinted on heavy corrugated fiberboard; black mantel, "Flickering fire" is red electric bulb, revolving reflector. Complete with bulb, cord. UL Approved. *Mailable.*

(1) **Cheery Red Fireplace;** Santa print on 35x20x5 in. chimney.

86 T 7601 M—Fireplace with chimney, 43x74x10 in. Wt. 6 lbs. **$3.89**

86 T 7600 M—Fireplace only. 43x39x10 in. Ship. wt. 3 lbs. 12 oz. . **2.79**

(2) **Cozy, Corner Fireplace** in simulated white brick, beige shadings. Adjustable for use against flat wall. Printed trivet on chimney.

86 T 11485 M—Fireplace, 38x10x65 in. high Ship. wt. 6 lbs. . **$3.97**

3 Snow-Flok Kit $3.29

4 $3.29

5 Spray Snow 69¢

### Decorating Accessories for Your Tree

**3 "Sno-Flok" Tree Flocking Kit.** For Live Trees. Add the sparkle of soft snow to your decorations for a real Christmas look. Spray gun fits any tank-type vacuum cleaner with blower outlet. Flock windows, trees or wreaths "Snowy White," "Frosty Pink" or "Silver Blue." Flame-resistant. Kit includes spray gun, plastic jar, enough crystals for 5-ft. tree, color tablets, cut-out stencils and instructions. Ship. wt. 2 lbs. 8 oz.
48 T 295—Complete Outfit. . . **$3.29**

**Sno-Flok Refill.** Extra bag (1½ lbs.) flocking crystals for kit above.
48 T 123—Ship. wt. 2 lbs. . . **$2.29**

**4 King-size Stand for Live Trees.** Screws hold tree-trunk up to 4½ in. Extra strong construction, heavy-gauge steel with red and green enamel finish. Extra stable; 4 legs, abt. 26-in. spread. Holds gallon of water. Abt. 7½ in. high.
48 T 62—Ship. wt. 7 lbs. 12 oz. **$3.29**

**5 Wards Special Snow-flocking.** Spray fluffy "snow" on LIVE or ARTIFICIAL trees—even *Aluminum Trees.* Mirrors or windows, too—won't fall off but wipes off easily. UL Appr. non-flammable. 13-oz. can. 1 can lightly covers 4-ft. tree; 2 cans cover 7-ft. tree.
48 T 256—Ship. wt. 1 lb. Only 69c



**This year choose an artificial tree at Wards . . . they're lovelier than ever!** Full and shapely with evenly-spaced branches. So easy to trim, too—branches placed for a well-balanced effect. No "holes," no sagging branches, no special care. Flameproof. Easy assembly, easy storage. Saves money, too—they last for years.

**A Snow-flocked Wall Tree.** Perfect for door, mirror, over mantel. 12-in. fringed aluminum branches flocked with white "snow." Satin bow, bell. Comes apart for storage. Wt. 3 lbs. 8 oz.
48 T 44—Abt. 24 in. high. . . . . **$3.98**

**B Green Vinyl Tree.** Thick, bushy branches like real trees in northern woods. *Table size to full size.* Durable, weather-resistant vinyl plastic . . . you can use it outdoors! *You can decorate it with lights, too* . . . flame-resistant. Fluffy branches abt. 4-in. diam. with satin-like vinyl needles; shape tree as you like by bending branches. Sturdy hardwood trunk is vinyl wrapped. Metal tripod stand. Easy assembly, compact storage. Wts. 6 lbs., 3 lbs. 8 oz., 1 lb. Largest, Frt, Trk., Exp.; others *Mail.*

| Cat. No. | Ht. | Branches | Price |
|---|---|---|---|
| 48 T 212 R | 6 ft. | 106 | $10.98 |
| 48 T 213 MO | 41 in. | 44 | 4.88 |
| 48 T 214 M | 27 in. | 21 | 2.69 |

**C "Forester" Vinyl Trees.** Beautiful green trees, shaped like real firs, with wide, graceful boughs, thick, fluffy branches. *Can be decorated with lights!* Easy assembly—simply insert boughs (actually small trees) in brackets on trunk. Enameled metal stand. Satin-like vinyl fringe is flame-resistant. Compact storage. *Mailable.* No Money Down!

48 T 350 MO—7-ft. Tree. Abt. 5½ ft. wide at base. 23 graduated-size boughs (497 branches). Ship. wt. 17 lbs. Cash **$29.95**

48 T 348 M—4-ft. Tree. Abt. 3 ft. 8 in. wide at base. 10 graduated-size boughs (191 branches) Ship. wt. 7 lbs. **$12.95**

**D NEW Flocked Aluminum Tree.** Magnificent, gracefully shaped tree, heavily flocked with glistening white snow. Thick, fluffy branches are flameproof aluminum; won't mat, stay full and fluffy for re-use. Sturdy hardwood trunk; cadmium-plated tripod stand. Branches are all the same length for easy assembly; simply insert in trunk. Compact storage. Beautiful in itself, glamorous when decorated with satin apples (not incl.) or glass balls—see Page 385; buy Revolving Tree Stand below 6½-ft. size, Frt., Truck, Exp.

48 T 42 R—6½-ft. Tree 57 branches, 24 in. long Ship. wt. 13 lbs. 3 oz. . **$14.95**

48 T 171 MO—4½-ft. Tree. 41 branches, 20 in. long. Wt. 10 lbs. *Mail.* . . . **$11.95**

**E Deluxe Musical Revolving Stand.** Swiss-type Music Box carols as it turns (switch for music only, rotation only). Thumb screws hold artificial trees up to 10 ft. high. Outlet in base for color-wheel. Electric, 5-ft. cord, plug. White, with glitter finish. Abt. 15½-in. diam.
48 T 344—Ship. wt. 7 lbs. . . . . **$15.88**

**F Aluminum Swirl Tree.** Wards Special—low-priced but with many deluxe features. Stainless hard-alloy aluminum with swirled fringe branches; extra full 4-in. diam. Sturdy hardwood trunk, cadmium-plated tripod stand with smoothly finished legs. Branches all the same length for easy assembly; simply insert in foil-covered trunk. Flameproof. Compact storage carton. Order *Revolving Tree Stand below.* Ship. wts. 5 lbs. 8 oz., 3 lbs. 8 oz., 1 lb. 8 oz. All sizes *Mail.*

| Cat. No. | Height | Branches | Price |
|---|---|---|---|
| 48 T 287 MO | 7 ft. | 61 (22 in.) | 99.89 |
| 48 T 286 M | 6 ft. | 48 (22 in.) | 6.98 |
| 48 T 285 | 4 ft. | 31 (13 in.) | 3.98 |

**G Musical, Revolving Stand.** Plays "Silent Night" as stand revolves. Screws hold artificial trees up to 8 ft. tall (trunks up to 1¼ in.) Gold-flecked embossed cover of heavy steel. Electric; cord, plug. Abt. 14-in. diam. Wt. 6 lbs.

48 T 305—Musical Stand. . . . . **$10.88**

48 T 309—Like above but not Musical. Ship. wt. 8 lbs. . . . . **$7.88**

**H "Candlelight" Table Trees.** Charming and decorative, add sparkle to Christmas decorating. Star top and 16 tiny multicolored "candles" glow from 15W bulb inside tree. Flame-resistant visca (straw-like rayon). Plastic base. Electric. Abt. 16 in. high. Wt. 2 lbs.

48 T 183—White Tree . . . . . **$3.29**

48 T 182—Green Tree. . . . . **3.29**

**J Deluxe Pom Pon Tree.** Dramatic beauty . . . dazzling brilliance . . . lasting loveliness. Stainless hard-alloy aluminum with full-fringed branches, each tipped with fluffy pom pon. Flameproof. Sturdy hardwood trunk; cadmium-plated tripod stand, plastic-tipped non-skid legs. Branches are all same length for easy assembly; simply insert in foil-covered trunk. Storage carton. *Ornaments not included—see Pg. 385.* Buy Spotlight Stand below. All sizes *Mailable.* Ship. wts. 9 lbs., 7 lbs., 3 lbs.

| Cat. No. | Ht. | Branches | Price |
|---|---|---|---|
| 48 T 35 MO | 7 ft. | 100 (28 in.) | $14.88 |
| 48 T 2 M | 6 ft. | 84 (22 in.) | 11.77 |
| 48 T 1 | 4 ft. | 50 (15 in.) | 5.88 |

**K Revolving Spotlight Tree Stand.** Highlights and beautifies artificial trees with ever-changing rainbow of color *all around tree—not just on one side.* Tarnish-resistant aluminum; lightweight but sturdy. Center screws hold trunk up to 1⅛-in. diam. Red, blue, green, gold beams. Electric cord, plug; needs 3 bulbs (150W reflector-type—not incl.). All parts are UL Approved. About 18-in. diameter x 8½ in. high. *Mailable.*
48 T 112 MX -Ship. wt. 11 lbs. . . . **$17.98**

### Dress Up—Be a Real Santa with Christmas Gifts

**L Santa Claus Outfits.** It's much more fun for everyone when there's a *real Santa!* 6-pc. outfits are extra-large adult size for plenty of padding. Long full coat, amply sized trousers, pointed cap. Shiny black plastic belt, boot-tops. Realistic whiskers, mustache, eyebrows. All outfits are Large Men's size.

BEST QUALITY. Deluxe velvet outfit, carefully tailored. Soft plush trim.
48 T 155—Ship. wt. 3 lbs. . . . . **$17.95**

BETTER QUALITY. Corduroy trimmed with fur-like brushed rayon.
48 T 145—Ship. wt. 3 lbs. . . . . **$11.95**

GOOD QUALITY. Red cotton duvetyn with white duvetyn trim.
48 T 129—Ship. wt. 2 lbs. 8 oz. . . . **$7.95**

**M Santa's Pack.** Bright red flannel bag for gifts (not incl.). Drawstring top.
48 T 174—Abt. 19x36 in. Wt. 8 oz. **$1.89**

**NOTE: Electric decorations UL Approved for 110–120 volt AC-DC—Tree Stands AC only.**

"CHARGE IT!" SEE PG. 227

See Pg. 3 for new "Evergreen" Plastic Tree

$13.88
$14.98
$9.98
5 $10.98
4 $14.95
6 $9.98
8 $2.19
7 $5.30
11 $17.79
12 $5.98
14 $5.29
$14.49 13
15 $11.98
9 $3.
10 $16.79
374 WARDS

# FOR THE *Sidewalk Set*

## PEDAL CARS . . . JUST LIKE REAL

[1] **Bright Red Hook and Ladder** will be the pride of any small "fireman." Fully equipped to handle all neighborhood "emergency calls:" the bell rings and you're off to the "fire!" Made of heavy-gauge steel to stand up to years of fun. Features 3-position pedal drive with nylon bearings; chrome-plated bell with cord; zinc-plated hand rails with two 3-rung ladders; white wheels with red plastic hub caps; ⅝-in. solid rubber tires—and bright *new* silver grille with embossed twin headlights.
48 T 5532 MO—Abt. 33¾x15 in. wide. *Mailable.* Ship. wt. 28 lbs. . . . . **$13.88**

[2] **Two Can Ride This Air Force Jeep** with a real military look. All-steel body, Air Force Blue enamel finish. Special features: 2-level seat with side hand rails; tow ring on rear bumper; adjustable ball-bearing pedal drive; semi-pneumatic puncture-proof tires. Windshield frame (no glass) raises, lowers.
48 T 5317 MO—Abt. 43½x15½x19½ in. high. *Mailable.* Ship. wt. 36 lbs. **$14.98**

[3] **Join the Modern Trend** with this new Compact Car for the Junior Set. Up-to-date youngsters will love the gleaming metallic turquoise and white body, the new, sleek lines. Note these compact features: 3-position pedal drive with nylon bearings; ⅝-in. solid rubber tires; bright silver grille with embossed twin headlights; white seat pad; white enamel steering wheel.
48 T 5414 MB—Abt. 33¾x15 in. wide. *Mailable.* Ship. wt. 23 lbs. . . . . **$9.98**

[4] **All New Flashy Sports Car**—modern drivers will love their very own model. Sleek heavy-gauge steel body with blue enamel finish, realistic trim. Complete with side-mounted chrome exhaust pipe; plastic tarp which snaps over seat well, set of plastic play tools; racing souvenir stickers; dashboard indicator dials. *Just like real with operating turn indicators;* v-cut steering wheel; cut-back windshield frame. Pedal drive has three adjustable positions.
48 T 5513 MO—Abt. 38x17x20 in. high. *Mailable.* Shpg. wt. 35 lbs. . . . .

## Choose HAWTHORNE Wagons

[5] **Deluxe "HAWTHORNE 900" is a Whiz on Wheels.** A big wagon (38x17x8¼-in. bed) is easy to handle; with removable white enameled steel sides for added loads. Heavy all-steel body with smooth safety rolled edges, seamless tubing handle; bright red 2-coat metallic finish. Rolls effortlessly on lifetime graphite bearings and large semi-pneumatic puncture-proof rubber tires.
48 T 5312 MO—*Mailable.* Shipping wt. 32 lbs. . . . . Only **$10.98**

[6] **"HAWTHORNE 800."** 36-in. long wagon with 2-coat red metallic finish, sturdy construction. Heavy steel body with seamless steel tubing handle; safety rolled edges; graphite bearings; semi-pneumatic puncture-proof tires.
48 W 5302 MO—Abt. 36x17¾x4½ in. *Mailable.* Ship. wt. 32 lbs. . . . . **$9.49**

[7] **"HAWTHORNE 400."** 28-in. long wagon has heavy steel body with safety rolled edges, seamless tubing handle, baked enamel finish, solid rubber tires.
48 W 5303 MO—Abt. 28x13x23¾ in. *Mailable.* Ship. wt. 17 lbs. . . . . **$5.39**

[8] **"HAWTHORNE 200."** A budget-priced wagon with quality features: heavy steel body, baked-on enamel finish, safety rolled edges, seamless steel tubing handle, solid puncture-proof rubber tires.
48 W 5300 MO—Abt. 20x10¼x3 in. *Mailable.* Ship. wt. 8 lbs. . . . . **$2.19**

[9] **"Old West" Trail Wagon Cover** fits any wagon over 27 in. long. Can also be used as a ground tent. Made of white cotton cloth with drawstrings, 3 galvanized wire hoops fitted into 2 baseboards. (Wagon not included.)
48 W 5517 M—*Mailable.* Shipping wt. 5 lbs. . . . . Only **$3.57**

[10] **Garden Mark Stake Wagon**—remove the sides and it's a 36-in. coaster wagon! Carries heavy loads for play or work. Made of kiln-dried varnished hardwood, reinforced with steel cleats. Steel wheels with Ever-Wear graphite bearings, semi-pneumatic tires. Seamless tubing handle, vinyl-coated grip.
48 W 5311 MO—Abt. 36x16x9¾ in. *Mailable.* Ship. wt. 40 lbs. . . . . **$16.79**

## Tractors for Junior Farmers

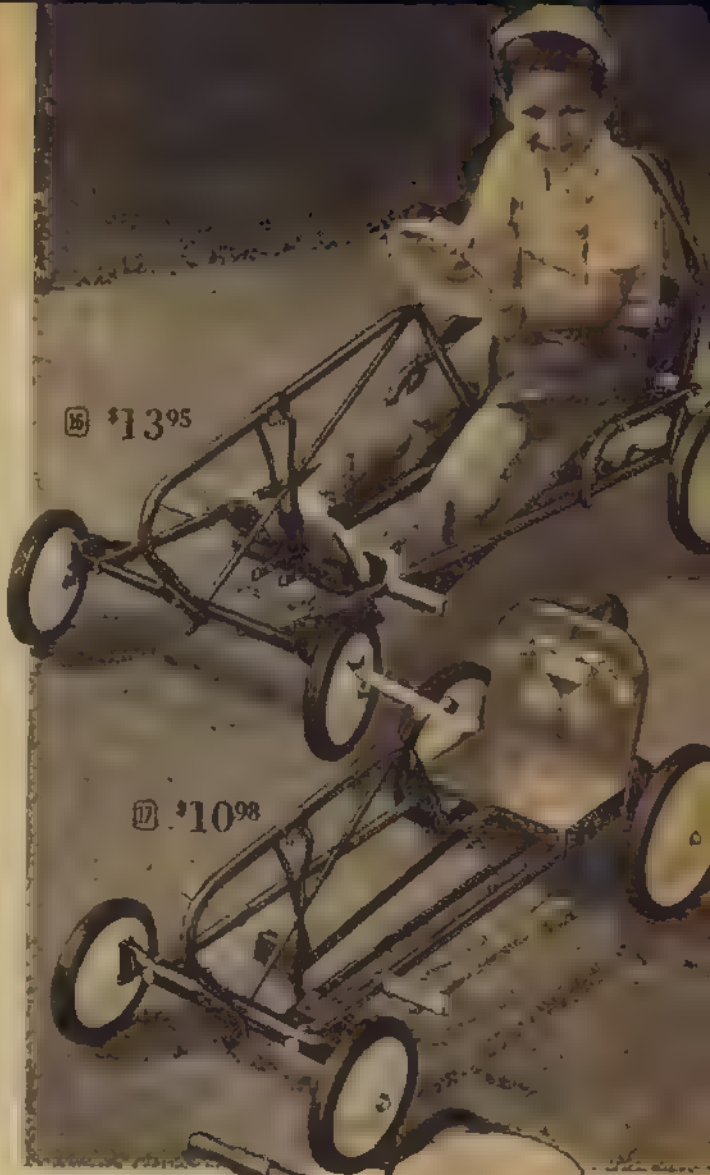
[11] **Deluxe Tractor for Big-Time Ranching**—a real rugged worker on any size "farm." Steel frame with *new indestructible radiator* of super high-impact polystyrene; rear fender, step plate, spring-mounted adjustable seat. Enclosed ball-bearing adjustable chain drive, ball-bearing wheels. 8-in. front wheel turns in full circle, 10-in. rear wheels with large size tractor-tread semi-pneumatic tires. Size overall about 37x20x25 in.
48 T 5519 R—Shipped Freight, Truck or Express. Ship. wt 97 lbs. . . . . **$17.79**

[12] **All-Purpose Trailer**—perfect for any Tractor. 24-gauge steel body, 7-in. wheels with semi-pneumatic tires. Size: 24x16x11½ in. deep.
48 T 5316 MO—*Mailable.* Shipping wt. 15 lbs. . . . . Only **$6.98**

[13] **Power-Trac Tractor** for the neighborhood "farmer." Simulated motor block with "spark plugs" gives it a realistic look. All-steel body with red enameled finish, silver finish grille. Completely enclosed heavy duty chain drive with nylon bearing construction for easier pedaling. Adjustable steel seat. Puncture-proof semi-pneumatic 1¼-in. tractor tread rubber tires.
48 T 5439 MO—Abt. 37x19x28 in. high. *Mailable.* Ship. wt. 25 lbs. . . . . **$14.49**

[14] **Multi-Use Trailer**—a good companion for any Tractor. Made of heavy steel, with 7½-in. wheels, solid rubber tires. About 32x15x10 in. overall.
48 T 5463 M—*Mailable.* Shipping wt. 10 lbs. . . . . Only **$5.29**

[15] **"Cadet" Tractor for the Smaller Backyard "Farmer."** Made of heavy-gauge steel with red enameled finish. Completely enclosed heavy duty chain drive with nylon bearing construction; semi-pneumatic 1-in. tractor tread tires.
48 T 5509 MO—Abt. 32x19x24 in. high. *Mailable.* Ship. wt. 20 lbs. . . . . **$11.98**



## Scat Cars for Real Excitement

[16] **King-Size Scat Car** for sidewalk driving thrills. Sturdy tubular steel construction. 5-position ball-bearing pedal drive. Safety-styled bucket seat and airplane type steering wheel—for jet age appearance. Retractable plated footrests. 1¼-in. puncture-proof semi-pneumatic tires. Red with white wheels.
48 T 5344 MO—Abt. 47x23 in. wide. *Mailable.* Ship. wt. 26 lbs. . . . . **$13.98**

[17] **Scat Car—Fast, Light-Weight.** For Junior Racers from 3 to 6—easy to drive and control. Tubular steel construction; nylon bearing pedal drive adjusts to 5 positions; 1¼-in. semi-pneumatic puncture-proof tires; new airplane type steering wheel; retractable plated footrests. Red with black and white trim.
48 T 5462 M—Abt. 39x19½ in. wide. *Mailable.* Ship. wt. 22 lbs. . . . . **$10.98**

[18] **"Speedster."** Real exercise—pump the handle—it goes! 1-pc. steel frame; enclosed ball-bearing chain drive; ball-bearing connecting rod, drive shaft, rear axle support, wheels; 1¼-in. semi-pneumatic tires. Red with white.
48 T 5415 R—Abt. 35x21x23 in. Ship. Frt., Truck, Express. Wt. 35 lbs. . . **$15.77**

**Save This Catalog! All Toys Are Available and Can Be Ordered Until October 1, 1963.**

# Bikes and Trikes

## FOR FUN ON THE GO

**Wards *Hawthorne* Velocipedes Have Everything . . .** in a complete selection of qualities and sizes. All have heavy-gauge steel spoke wheels with 1⅜-in. semi-pneumatic, puncture-proof tires for safety and long use. Each has a 2-in. tubular steel head. Additional safety features are wide, non-slip rear decks and plastic hand grips and pedals. *All are available only at Wards and at Wards special prices,* making them the pick of any Santa's pack!

[2] **Wards Good *Hawthorne* Velocipedes**—outstanding values with these top quality features; sturdy 1¼-in. tubular steel frame; swept-wing rear step deck; ball bearing front wheel; bicycle type fender; ⅝-in. enameled tubular steel adjustable handlebar; adjustable steel saddle; vinyl hand grips, pedals. Bright red enamel finish; white trim. *Mailable*

48 W 5549 M—10-In. Wheel. Leg Reach 15–18 in. Ship. wt. 15 lbs.. ... **$7 79**
48 W 5550 MO—12-In. Wheel. Leg Reach 17–20 in. Ship. wt. 15 lbs. ... **8.89**
48 W 5551 MO—16-In. Wheel. Leg Reach 19–22 in. Ship. wt. 20 lbs..... **10.29**

[3] **Wards Better *Hawthorne* Velocipedes**—loaded with features for years of hard wear: double rear step decks; rugged steel double rear frame; ball bearing front wheel; adjustable vinyl-covered seat with coil springs; chrome-plated fender, handlebars; white-wall tires with pneumatic type tread. 2-coat green metallic finish, white trim. Plastic pedals, grips, streamers. *Mailable.*

48 W 5552 MO—10-In. Wheel. Leg Reach 15–18 in. Ship. wt. 19 lbs..... **$10.39**
48 W 5553 MO—12-In. Wheel. Leg Reach 17–20 in. Ship. wt. 20 lbs..... **11.39**
48 W 5554 MO—16-In. Wheel. Leg Reach 19–22 in. Ship. wt. 24 lbs..... **12.88**
48 W 5555 MO—20-In. Wheel. Leg Reach 21–24 in. Ship. wt. 26 lbs. .... **14.88**

[4] **Wards Best *Hawthorne* Velocipedes** rank with the finest at any price. Sleek styling in 2-coat black metallic finish; heavy 1¼-in. tubular steel frame, double chrome-plated rear frame and step deck; safety-designed polyethylene fender. Ball bearing front wheel; air ride white sidewall tires with pneumatic type tread; ⅜-in. adjustable chrome-plated handlebar; adj vinyl-covered saddle with full coil springs. Plastic grips, pedals. *Mail.*

48 T 5416 MO—10-In. Wheel. Leg Reach 15–18 in. Ship. wt. 18 lbs.....**$12.88**
48 T 5417 MO—12-In. Wheel. Leg Reach 17–20 in. Ship. wt. 20 lbs. ..... **13.88**
48 T 5418 MO—16-In. Wheel. Leg Reach 19–22 in. Ship. wt. 25 lbs..... **15.88**

[5] **Ready for Junior Lawmen** with six-shooter swivel mounted on handlebars. Steel 1¼-in. frame, 2-in. head. Sturdy plastic windshield; bucket seat; wire basket; plastic grips, knuckle guards, streamers; removable training wheels; semi-pneumatic 1⅜-in. tires. Red enamel, white trim. *Mailable.*

48 T 5310 MO—12-In. Wheels. Leg Reach 15–18 in. Ship. wt. 25 lbs.....**$15.99**

[6] **Extra Safety for Tiny Tots**—wide rear axle *helps prevent spills,* 8-in front wheel is *designed to turn easily.* 1¼-in. tubular steel frame; 2-in. head. Wide rear deck; tubular steel handlebar; steel saddle. Red enamel finish.

48 T 5459 M—Leg Reach 11–12 in. Ship. wt. 8 lbs. *Mailable*.....Only **$4.69**

**LEG REACH: Measure Child From Crotch To Ball Of Foot (Buy Slightly Larger Size For Longer Use). All Come Partly Assembled With Instructions Included.**

## Battery-Operated Stutz Bearcat

[1] **A Gift to Thrill Aspiring Drivers**—the Stutz Bearcat goes forward, stops, backs up—*all battery powered!* Realistic reproduction of a famous antique car will be the pride of the sidewalk "speedster." Bright red non-breakable plastic body with gold coach trim; metal chassis. Features a honking horn, noisemaking crank, bucket seat, running boards with "tool boxes," "gas tank," spare wheel. Unique one-pedal control with forward-reverse switch.

48 T 5374 MO—Abt. 42x15½ in. *Mailable.* Ship. wt. 20 lbs..... **$28 79**
48 T 5399—12V Battery for above. Ship. wt. 9 lbs..... **4.49**

## Everybody's Favorite . . . Scooters

[7] **2-Wheel Scooter**—streamlined for speed. One-piece frame and footboard of heavy steel. 10-in. wheels with 1¾-in. semi-pneumatic tires, lifetime bearings; plastic hand grips, brake, stand. Red enamel finish, white trim.

48 T 5406 MO—Abt. 41x32 in. overall. *Mailable.* Ship. wt. 16 lbs..... **$5.79**

[8] **3-Wheel Scooter** with double rear wheels for stability. Made of smooth pressed heavy-gauge steel, with tubular steel handle; double disc wheels with ½-in. rubber tires. Red and blue baked-on enamel finish.

48 T 5315 M—Abt. 24x25 in. overall. *Mailable.* Ship. wt. 6 lbs..... ..... **$2.98**

[9] **Tiny Tot's Kiddie Car**—*safe* fun for the youngest "driver." Wide rear axle gives greater safety. Saddle-shaped natural finish hardwood seat and handle; chrome-plated steel under-carriage. Red wheels, rubber tires.

48 T 5384—Seat height 9½ in. *Mailable.* Ship. wt. 4 lbs. 4 oz.. Only **$3.88**

## Sidewalk Bikes . . . Convert From Boy's to Girl's Models

[10] [11] **Wards Good *Hawthorne* Sidewalk Bikes Are A Real Buy:** Economy-priced but with the following quality features: Semi-pneumatic 1⅜-in. puncture-proof tires with pneumatic type tread, streamlined tank that lowers to convert from boy's model to girl's model (see sketch opposite); newly designed welded heavy-duty tubular steel frame; bicycle coaster brake for safety; streamlined chain guard; ball-bearing hub; fork stamped and formed from heavy-gauge steel; adjustable and removable training outrigger with 5-in. steel disc wheels, ⅜-in. rubber tires; adjustable handlebar of ¾-in. steel tubing; adjustable steel seat; plastic hand grips. 2-coat metallic finish. Shipped Freight, Truck or Exp.

(10) 48 T 5562 R—20-In. Wheel Size. Leg Reach 22–26 in. Ship. wt. 39 lbs. No Money Down. Cash **$24.69**

(11) 48 T 5563 R—16-In. Wheel Size. Leg Reach 20–24 in. Ship. wt. 34 lbs. No Money Down. Cash **$19.69**

[12] [13] **Wards Better *HAWTHORNE* Sidewalk Bikes Will Provide Years of Fun and Hard Use,** yet they are priced to save you money. They have all the quality features of bikes (10) and (11) at left, PLUS these important extras: New rear luggage carrier; shining whitewall 1⅜-in. semi-pneumatic puncture-proof tires with pneumatic type tread; chrome-plated adjustable handlebar of ¾-in. steel tubing with plastic hand grips, streamers; red and white padded saddle with coil springs for extra comfort.

**Sturdy Red and White Bicycles** convert easily from boy's model to girl's model (see sketch opposite) to please two children for the price of one bike! Shipped from Stock by Freight, Truck or Express.

(12) 48 T 5556 R—20-In. Wheel Size. Leg Reach 22–26 in. Ship. wt. 39 lbs. No Money Down. Cash **$27.88**

(13) 48 T 5557 R—16-In. Wheel Size. Leg Reach 20–24 in. Ship. wt. 34 lbs. No Money Down. Cash **$24 98**

[14] **Wards Best *HAWTHORNE* Sidewalk Bike For The Happiest Christmas Ever!** Our finest quality—it shines with bright red metallic 2-coat finish, white trim and chrome-plated fenders. *A Wards exclusive at a special low Wards price.*

**Bike Has All The Quality Features** of bikes (10) to (13)—Converts from boy's to girl's model for double fun; has puncture-proof semi-pneumatic 1⅜-in. whitewall tires with pneumatic type tread, welded heavy-duty tubular steel frame, coaster brake; removable training wheels; rear luggage carrier; chrome-plated adjustable handlebar; padded saddle with full coil springs. PLUS these exclusive features: shiny full chrome-plated fenders; single cell light on front fender for safe riding at night. Shipped Freight, Truck or Express.

48 T 5564 R—20-In. Wheel Size. Leg Reach 22–26 in. Ship. wt. 40 lbs. No Money Down. Cash **$29.88**



**Save This Catalog. Order Toys 'til October 1, 1963.**

BUY ALL YOUR CHRISTMAS TOYS AT WARDS—JUST SAY "Charge It" SEE PAGE 227

# Speedway

## De luxe Electric Road Race Sets by Strombecker

(A)(B)(C) **The Flag's Down—the Cars are Off!** Enjoy the fun, excitement, thrills [illegible] real track and feel the [illegible] power as you press [illegible] and your car races down the straightaway, brakes for the curves, [illegible] passes, crashes and spills, [illegible] the finish line. Choose from 3 de luxe sets shown or [illegible] with new features for more fun than ever—more realism, more speed, more thrills.

Two motorized racers abt. 5 in. long—*independently controlled* race over the course at scale-speeds up to 200 mph. 1/32 scale models of hi impact plastic, powerful 12V motors. New trigger-action variable speed controls with speedometer, quick, smooth acceleration. Powered by 12V twin-circuit Power Pack, built in circuit breaker. Plastic track [illegible] with curves. All necessary [illegible] supports. UL Approved for 110-120V 60-cycle AC [illegible].

(A) **Indianapolis Speedway** (*also makes Montgomery, Ace, Monaco, Palm Springs, and Figure 8 or Oval layouts*) With a fleet of racer stock cars, international sports cars—2 chassis, 7 interchangeable bodies: FERRARI TESTA ROSA, JAGUAR, MASERATI, CUSTOM ROD, CHEVROLET, [illegible] PONTIAC. 17 track sections, 3 curve strip (cars must [illegible] these curves). Two 3 pc. [illegible] with crown, 1 pc. [illegible] tire bumpers, straw bales, fence barriers, decals, 1 tube [illegible]
48 T 2512 ... layout 101x40 in. Wt. 8 lbs. 4 oz. No Money Down ... Cash $27.95

**B Salt Lake City Set** Bigger than Indianapolis Set, longer straightaway, sharper curves. *Makes 11 famous courses, those above plus Watkins Glen, Ft. Worth, Lime Rock Park, Silver Spring.* 25 track sections, obstacle strip, 10 fence sections, 2 chassis, 7 interchangeable bodies. Other accessories like [illegible] 3 more barrels, 2 straight shoulders, Automatic Lap Counter.
48T2613 ... layout 125½x59¼ in. Wt. 10 lbs. 12 oz. No Money Down Cash $38.95

(C) **De luxe American Stock Car Set** *Makes over-under Figure 8 [illegible]* ... 4 track sections, 2 curves, 2 straights, 2 fence sections, 2 [illegible] ... 2 AC Bonneville Type racers, [illegible]
48 T 2[illegible] ... layout 77x59 in. Ship. wt. 7 lbs. No Money Down ... Cash $19.95

### Track and Pit Accessories for Strombecker Sets

Extra fun for racing fans and hobbyists—design new, bigger layouts, add [illegible] pieces. [illegible] cars. Accessories are 1/32 scale, pieces and parts are [illegible] interchangeable, can be used with any Strombecker Road Race set.

(D) **Layout Accessory Kit.** Add realism and race track atmosphere. 6 flags (2 [illegible] crew and officials), flags, [illegible] markers), half-tire bumpers, [illegible] 3 pc. [illegible] straights and [illegible] supply [illegible]
48 [illegible] Ship. wt. 1 lb. [illegible]

(E) **Lap Counter** Automatically registers number of laps each car makes [illegible] number flashes on board. Quick identification and start-finish [illegible] Plastic. About 7 in. high.
48 [illegible] Ship. wt. 11 oz. ... $3.86

**Extra Track** for bigger layouts. 12½x7-in. sections. Ship. wt. 4 oz.
48 [illegible] 2 Straight ... $2.33
48 T 2675—2 Curved ... 2.33

**Daredevil Obstacle Strip.** Takes only one car at a time. Ship. wt. 14 oz.
48 T 2676—12⅛ in. long ... Ea. $1.89

**4 Pieces Plastic Fence.** Ea. 14½ in.
48 T 2682 Ship. wt. 4 oz. ... 88c

(F-M) **Race Car Kits** Build them [illegible] ½ scale [illegible] chassis, space wheels, rubber tires. Bright [illegible] 12V motor. Quick easy [illegible] Average [illegible] Wt. 1 lb.

(F) 48T2[illegible] Mustang ... $2.95
(G) 48T2[illegible] Corvair Formula ... 2.95
(H) 48T2[illegible] Lotus Mk ... 2.95
(J) 48T2[illegible] Ford GT 40 ... 2.49
(K) 48T2659-Pontiac Bonneville ... 2.49
(L) 48T2688—Custom Rod ... 2.88
(M) 48T2689—Go-Kart ... 2.99

**Twin-Circuit Power Pack** [illegible] 16V. Separate [illegible] for each car, [illegible] On-Off switch, built-in circuit breaker.
48 T 2642 Ship. wt. 3 lbs. ... $6.49

**Hand Control with Speedometer** [illegible] throttle quick, [illegible] acceleration. Plastic [illegible] Shows scale miles.
48 T [illegible] Ship. wt. 3 oz. [illegible] $4.79

## Eldon Electric and Battery-Operated Sets For Beginning Racers

(1)(2) **Economy-priced Road Racing Sets.** Ideal for beginners, a good size for younger children to set up on floor or table. Ready-to-run with everything needed for thrilling races! Two racing cars abt. 4 in. long, 12V motors. Speed governed by individual hand control units; on-off switches. Sturdy plastic track sections preassembled with conductor rail, snap together easily, come apart for storage. All necessary lines and connections.

**(1) Electric Road Race** Exciting Figure 8 Layout with overpass. Two motorized Ferrari-type racers travel over and under the course at break neck speeds. 8 fence sections protect speeding cars on the curves. 18 track sections, 8 plastic trestles. Complete with track side billboard and car decals. 6V Power Pack UL Appr. for 110-120 V. 60-cycle AC.
48 T 2554 Layout 24x48 in. Ship. wt. 6 lbs. 8 oz. ... Only $12.99

**(2) Battery Operated Road Race** Similar to above but flat crossing instead of over-under. 2 motorized racers, on-off hand controls. 16 track sections, 8 pcs. fence. Battery Box. Needs 2 batteries (or buy Power Pack sold below).
48 T 2553 Layout 24x48 in. Ship. wt. 4 lbs. 6 oz. ... Only $6.99
60 W 13750 1½V Dry Cell Battery for above. Wt. 2 lbs. 6 oz. ... Each 89c

### Realistic Accessories for Eldon Road Race Sets

(3) **Lap Timer.** Works like a stopwatch ... runs 2 minutes. Buttons for "Starting Time," "Finish."
48 T 2558 4x4 in. Wt. 7 oz. ... $2.39

(4) **NEW Go-Cart Car** Fun to race on any Eldon Racing Set. Prewired. About 4½ in. long.
48 T 2565 Ship. wt. 4 oz. ... $1.86

**Extra Track.** Add to your layout. Track width 6⅝ in. Wt. ea. 5 oz.
48 T 2562 -Straight ... Each 39c
48 T 2563 Curved ... Each 39c

**Set of 6 Plastic Fence Sections** Each abt. 9¾ in. long. Ship. wt. 5 oz.
48 T 2558 ... Set 55c

(5) **Lap Counter** Counts each car's laps. Flag flips up on 9th lap, drops on 10th for winner. Wt. 8 oz.
48 T 2555—4½ in. high ... $1.69

(6) **Score Board.** Track record headings. Insert-cards for writing date, laps, driver, car, time.
48 T 2564—5¼ in. high Wt. 5 oz. 98c

**Power Pack** 6 volt ... for use with any Eldon Set. Cord, plug. UL Approved 110-120 V, 60-cycle AC.
48 T 2557 Wt. 3 lbs. 7 oz. ... $3.98

**"CHARGE IT!"**
SEE PAGE 227

Save this Catalog—
You can buy toys until Oct. 1, 1963

# *Thrills!*

**WORLD FAMOUS SPORTS CARS . . .**
**WORLD'S GREATEST RACE TRACKS**

Famous Race Tracks

Little Rock Park

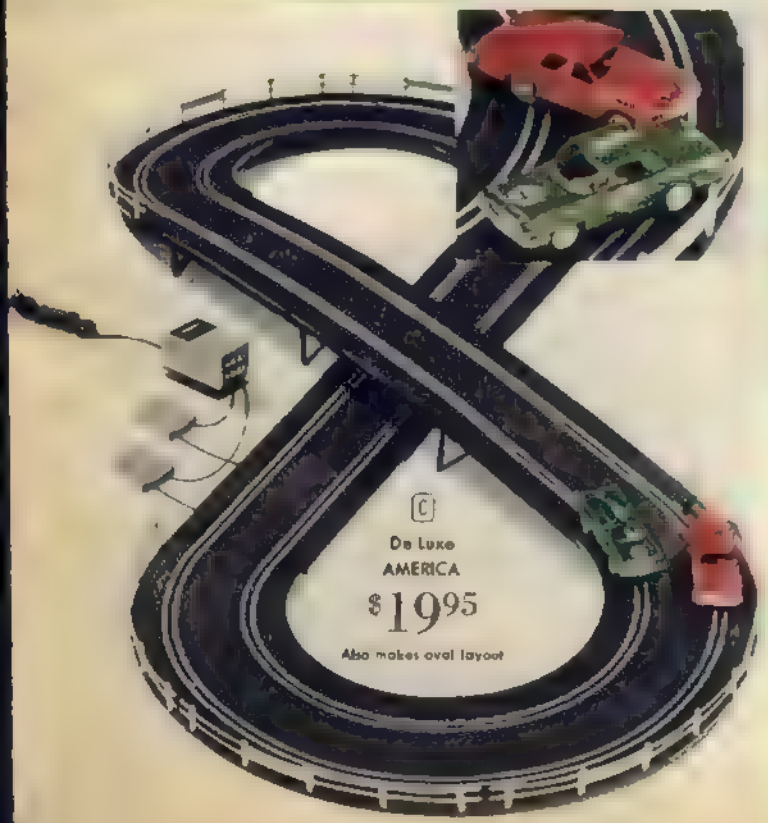
Montgomery Ala.

Watkins Glen

Palm Springs

Hawaii

[A]
INDIANAPOLIS
$27.95
Makes 3 other layouts



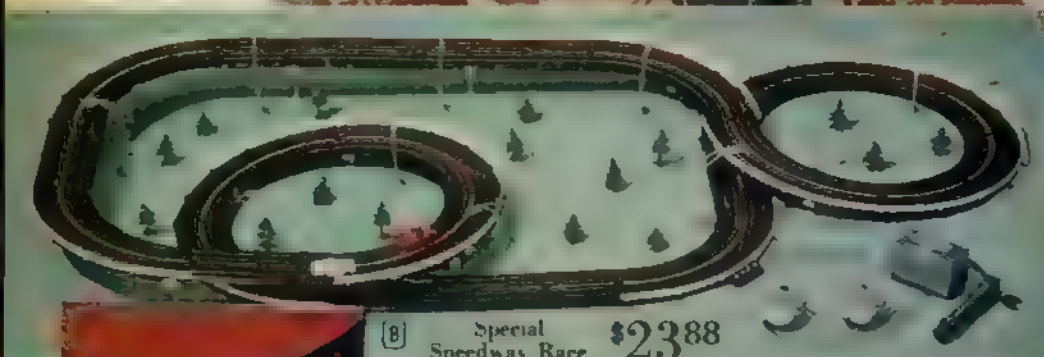
[C]
De Luxe
AMERICA
$19.95
Also makes oval layout

[B]
SALT LAKE CITY
$36.95
Makes 10 other layouts

**NEW Train and Road Race Layout**

Complete

**$38.88**



(D) Racer Track Set $3.77

(B) Special Speedway Race **$23.88**

Watch the curves on dangerous overpasses!

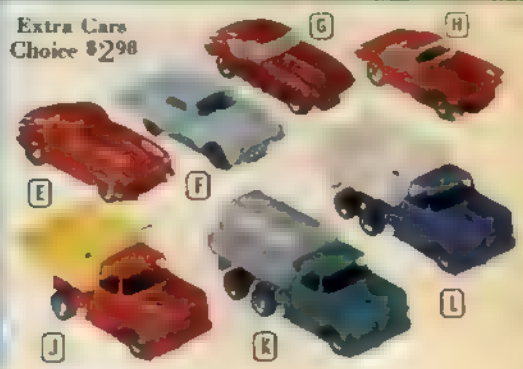
Over-Under Figure 8

**$15.88**

(C)

Miniature HO Gauge Road Racing is fun for Everybody!

Extra Cars Choice $2.98



(E) (F) (G) (H) (J) (K) (L)

(M) Hot Rod $7.98

380 W.A.[illegible] RACER

(N) $7.33

(R) $7.33

(P) $6.99

(T) $5.88

# Heat Wave of Sales Generated By Fried Marbles

***A craze item that may hit hoop-like proportions—and last longer—is a boon to toy dealers like Mr. Craig***

Woody Craig, right, merchandises his fried marbles and related supplies from this open display near the entrance of his store.

SEARCHING for a sales sizzler?

Like to cash in on what may well be another craze like the Davy Crockett coonskin cap? The Hula Hoop? Yo-Yo's?

"Try fried marbles," is the advice offered by Woody Craig, owner and manager of Playthings, Inc., 3841 Hixson Pike, Chattanooga, Tenn. "And you don't eat 'em . . . you sell them," he grins happily.

Woody Craig is but one of numerous retailers, in the Southeast and elsewhere, who are cashing in on the new fad.

Mr. Craig reports stocking $800 in fried marble supplies and selling out in three days. He's been selling $40-60 daily in supplies during weekdays, and Saturdays find a healthy $175-250 filling his cash registers.

A fried marble is any pastel (or clear) marble, says Mr. Craig, that is fried in a frying pan. Then the marble is dropped into ice water. The extreme—and quick temperature change creates an explosion inside the marble. Weird, abstract effects—such as those found in surrealistic jewelry—is the result.

"Specialty of the house" is promoted by the big sign at right.

The catalyst complete, marbles are mounted and worn as jewelry. Typical: bracelets, cuff links, necklaces, earrings, children's jewelry, tie-bars, and key chains.

"The variety of uses are limited only by the customer's imagination," says Woody Craig. "One woman came back, showing us a bejewelled bookmark she has made with the marbles."

Last month almost every businessman in Chattanooga and southeastern Tennessee was sporting a "fried marble" tie-bar or cuff links. "Fried Marble" parties were being held by youth groups, Boy Scouts, Girl Scouts and church organizations.

Several department stores and jewelry shops feature completed bracelets and other jewelry at $5 up.

"It's been the hula hoop all over again," explained Mr. Craig. "Everybody is getting into them now: drug-stores, jewelry stores, hardware stores—and even a garden center—are handling fried marble supplies. The man who starts them first in his town will make a lot of money."

Mr. Craig displays his marble supplies up front, near the door. An outdoor sign reading 'Fried Marbles" has been his only advertising. "It's all we've needed," he reports.

The sign has drawn any number of curious motorists inquiring about the unusual term.

(*Continued on page* 101)

## . . . Fried Marbles

(*Continued from page 57*)

"Lately, I've had customers from Birmingham . . . northern Alabama . . . middle Georgia," Mr. Craig explained. "They hear about fried marbles, drive up and buy supplies and start the fad in their town."

Playthings, Inc., displays marbles and supplies openly. Packaging in poly bags was tried at first but Mr. Craig discovered customers preferred to select "one of this and one of that and a couple of these."

His current marble prices are. 5¢ each for 9/16 and ½-inchers; and big 1½-inchers are 10¢. The most popular marble is the ⅝th incher "as it fits best in jewelry mounts". Mr. Craig sells these for 1½¢ each.

**RELATED MERCHANDISE**

It's also imperative to stock jewelry mountings and supplies with the marbles. Mr. Craig sells bracelets for 40¢; necklaces for 35¢ up, depending on size; and small bell caps for 38¢ a package, containing a dozen. Jump rings and marble cages run 20¢ upward, depending on size He inventories a variety of chains and necklaces but finds the 18-inch silver-type small link chain sells best. Little link bracelets are also best, running slightly ahead of hammered style models.

Even at these seemingly low prices, Woody Craig enjoys a whopping 150 per cent markup over his wholesale cost.

Despite the low unit markup, a customer's purchase will run above the $1 mark in most instances. "Our usual order is for about 60¢ worth of marbles," he says. "Then you add about $1.50 in settings and there's another 49¢ for some Epoxy glue. It all adds up. I've sold as much as $50 in a single hour out of this little display."

Chattanooga wholesalers reported a scarcity of Epoxy glue; Woody Craig called the Bond Adhesive Company in Jersey City, N. J., and ordered several cases shipped direct from the factory.

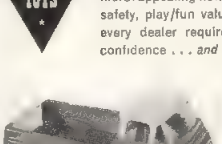
"All the sales manager could say was 'What's going on down there,'" Mr. Craig chuckled. "It cost $6 toll


# QUALITY...

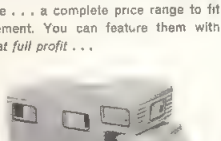
## ...priced from $2.49

NYLINT TOYS

This year — more than ever before — NyLint is your *selling* line of real action scale model steel toys! You get so much more: appealing newness in design . . . outstanding quality, safety, play/fun value . . . a complete price range to fit every dealer requirement. You can feature them with confidence . . . *and at full profit* . . .



NO 5200 PICK-UP TRUCK



NO 5300 CUSTOM CAMPER

# NYLINT

## Real Action Scale Model Steel Toys

NO 5900 RACE TEAM

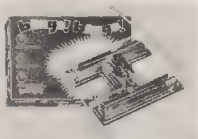
NO 5800 FORD ECONOLINE VAN

• Send for full color illustrated catalog

**NYLINT TOOL AND MANUFACTURING CO.**

**ROCKFORD, ILLINOIS**

Here's news about a great, new Schaper game that offers fast turnover, high volume and top profits for you . . . called:



BANGO! BANGO! It's a fascinating new family game designed for pre schoolers and adults. And it features the new "Sanitary Wrapped" package.

**SCHAPER**
(pronounced shopper)
MANUFACTURING CO., INC.
650 Ottawa Avenue North
Minneapolis 22, Minnesota
Ju. 8-4638

Watch for me, Battle Schaper, on TV in '63. Stock up now and get set for more sales. Call your Schaper representative today!


charges to tell him what a fried marble was and how glue fitted in."

When Woody Craig originally stocked fried marble supplies, it was with the intention of creating store traffic. "I didn't realize the demand for them," he said.

"If I were a toy retailer in a community where this hadn't started, I'd inventory about $300 in supplies," advised the Tennessee retailer. "Then I'd run an ad saying I had fried marbles. Or run a teaser ad for a week with 'Fried Marbles are Coming.' The name alone is enough to create plenty of store traffic."

Suppliers and wholesalers in the Chattanooga area are making missionary trips into other regions to introduce the fad. "My wholesaler sent a salesman into south Georgia," Mr. Craig reported. "Before he got to where he was going, he'd sold all the supplies his truck would hold."

Congenial Wood Craig summed up: "Fried Marbles will sell faster than hotcakes this year."

## . . . Weiser

(*Continued from page 78*)

division Hal, who was then the senior assistant toy buyer under Allen Storch, was recruited.

"I'm extremely optimistic about South Bend's future," Hal states. "Our sales have been climbing steadily since 1958." Hal believes that the toy industry is composed of three types of manufacturers: those that produce non-profit toys geared to promotional merchandising; those that produce marginal or break even products, and those that make staple, profitable goods. He puts South Bend in this last category. "Our customers need all three types," Hal admits "but one of the industry's recent problems is that they haven't been basing their purchases and sales on a proper balance. At the risk of sounding trite, we're going to see—we are, in fact, seeing—a return to heavier, earlier buying of staple goods. We haven't seen the end of the industry's problem yet, but we're beginning to see the end. Our customers are starting to realize


**RICHMOND**
*Litho Plate*
*Velvo Plate*
*Easel Blackboards*
*Wall Blackboards*
*Peg Boards*
*Number and Spelling Boards*
*Bulletin Boards*
Permanent Display
Room 209 • 200 Fifth Ave.
New York City
Richmond School Furniture Co.
MUNCIE, INDIANA

**Wonderland**

Halloween Costumes that Sell!
BLAND CHARNAS CO.
869 Macon St., Brooklyn 33, N. Y.
New York Sales Office:
200 Fifth Ave. — CH 2-8730

**PAYTON PLASTIC TOYS**
PAYTON
PAYTON PRODUCTS INC.

SALES APPEAL TO EVERY AGE GROUP
DESIGN -A- HOUSE
DESIGNS & BUILDS hundreds of houses
Realistic pre-fab plastic construction make-it's-building and endless variety of houses in 1/4" building scale
$14.95
PYRO PLASTICS CORP.
Pyro Park, Union, New Jersey

**Prize Packages***
. . . are yours with A & H Dolls' complete series of beautifully costumed dolls (including the new "Teens in Bells") . . . all packaged in A & H designed & created crystal-clear plastic "Bells."
*WINNER, 1962 AWARD FOR DISTINCTIVE "BELL" PACKAGING.

A&H DOLL MFG. CORPORATION
209 FIFTH Av., N.Y. 10, N.Y. AL 5-3464
Plant: 48-12 80 St., Woodside (77), N.Y.

Ⓒ **DARCEY "W".** Needs no pampering 21 jewel movement is waterproof*, anti-magnetic, shock protected. Unbreakable mainspring, too. Chrome top case, stainless steel back adjustable expansion band. Luminous dial, sweep second hand
**3476W2393** Retail **$47.95**

Ⓓ **DARCEY.** A winner in styling and reliability! Waterproof*, anti-magnetic, shock protected 21 jewel movement; unbreakable mainspring. Modern yellow top with stainless steel back; matching adjustable expansion band. Luminous dial; sweep second hand
**3477W2660** . Retail **$53.50**

Ⓐ **BOONE "W".** Wafer-slim, self winding watch stands out in elegance and performance Waterproof*, anti-magnetic shock protected 17 jewel movement. Unbreakable mainspring. Sleek chrome top case, with stainless steel back matching expansion band can be adjusted to your wrist size.
**3474W2527** . Retail **$50.75**

Ⓑ **BOONE.** This coin slim aristocrat automatically winds itself as you wear it Waterproof*, anti-magnetic, shock protected to keep perfect time under rugged conditions 17 jewels Unbreakable mainspring. Yellow top case with stainless steel back; matching adjustable expansion band.
**3475W2833** Retail **$56.75**

***Nationally Advertised in . . .***

LIFE · POST · seventeen · LOOK · PLAYBOY · Esquire · Good Housekeeping

# HELBROS

*Helbros watches are world-renowned and this is why: precise workmanship combines with highest standards . . . and superb designs. All boast Lifetime Jeweled movements; guaranteed unbreakable mainspring; shock protection; adjustable-length expansion bracelets made with links that can be added or removed for perfect fit. Gift boxed.*

**LIFETIME GUARANTEE**

**on all movement parts against breakage**

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Handling Charge $1.00

Ⓔ **HARPER** A champion with waterproof* anti magnetic shock protected 17 jewel movement Convenient luminous dial and sweep second hand. Chrome top with stainless steel back; matching adjustable expansion band
**3478W1727** . . . Retail **$34.75**

**LORING.** Same as above all stainless steel case.
**3479W1860**. . . . . Retail **$37.50**

**Add 10% Federal Excise Tax if not for resale.**

Ⓕ **ALSTON "W"** [illegible] watch [illegible] expensive! Winds itself. Waterproof*, anti-magnetic shock protected Luminous dial with sweep second hand. Chrome top case, stainless steel back; matching expansion band 7 jewels
**3480W1933** Retail **$38.75**

**ALSTON.** As above, yellow
**3481W2167** . Retail **$43.50**

Ⓖ **EATON** For the man of action A masterpiece of precision with waterproof* anti magnetic shock protected 17 jewel movement. Sweep second hand; luminous dial. Well tailored yellow top case, stainless steel back matching adjustable expansion band
**3482W2067** Retail **$41.50**

Ⓗ **CLAYTON "W".** [illegible] automatically Waterproof* anti magnetic shock protected 17 jewel movement. Sweep second hand; luminous dial. Chrome top case, stainless steel back matching adjustable expansion band
**3483W1927** Retail **$38.50**

**CLAYTON.** Same in yellow
**3484W2233** Retail **$44.75**

Ⓘ **GRAYSON** Faultless [illegible] watch with the look of leadership Bold modern strokes mark the hours on the clean dial; second hand. Shock protected [illegible] Unbreakable mainspring Yellow top case with stainless steel back; matching adjustable expansion band. 17 Lifetime jewels.
**3485W2260** Retail **$45.50**

**Waterproof* provided crystal and crown are intact, case unopened*

Ⓐ **ALLARD "W".** Wafer slim watch that is the ultimate in timepiece value. Waterproof*, anti-magnetic shock protected 17 jewel movement. Sweep second hand on luminous dial. Chrome top case stainless steel back, matching adjustable expansion band.
**3424W1967** . Retail **$39.50**

Ⓑ **ALLARD.** Incredibly thin masterpiece of watchmaking. A dependable performer with anti-magnetic, waterproof* shock protected 17 jewel movement. Neat yellow top case with stainless steel back and matching adjustable-link expansion band.
**3425W2260**. Retail **$45.50**

***Nationally Advertised in . . .***

LIFE POST seventeen LOOK PLAYBOOK Esquire Good Housekeeping

# HELBROS

***Nationally advertised, recognized throughout the world as a leader in fine watches! The name Helbros is your assurance of superior quality and excellence in design. Every watch features Lifetime Jeweled movement, guaranteed unbreakable mainspring and shock protection. All expansion bracelets can be lengthened or shortened for perfect fit by adding or subtracting links. Here is a superb collection of watches with the most wanted features. Select yours or choose one for a proud gift. Gift boxed.***

**LIFETIME GUARANTEE**

**on all movement parts against breakage**

**All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Handling Charge $1.00**

Ⓒ **CARR "W".** Convenience plus. This precision timepiece not only winds itself, but gives you both date and time. Waterproof*, anti-magnetic, 17 Lifetime jewels. Luminous dial. Chrome top case, stainless steel back, expansion band.
**3426W2793**. Retail **$55.95**

**CARR.** Yellow top, steel back.
**3427W3060**. Retail **$61.50**

Ⓓ **VERNE.** 25 jewel automatic watch of unquestioned accuracy. Winds itself as you wear it. Boldly modern square case has yellow top, stainless steel back, matching adjustable-link expansion band. Sweep second hand.
**3428W3767** . Retail **$75.50**

**VERNE "W".** Same, in white.
**3429W3767**. Retail **$75.50**

Ⓔ **VARSITY.** Outstanding teen-age favorite! Waterproof*, anti-magnetic; luminous, full figure dial with sweep second hand. Chrome top case, stainless steel back; adjustable-link expansion band. 7 jewels.
**3430W1327** Retail **$26.75**

Ⓕ **CO-ED.** Vivacious teen-age charm of yellow top case frames a full figure square dial. Shock protected; 7 jewels. Stainless steel back. Links can be added or removed from matching adjustable expansion bracelet.
**3431W1513** . . . Retail **$30.50**

**CO-ED "W".** Same in white.
**3432W1513** Retail **$30.50**

*Waterproof provided crystal and crown are intact, case unopened

**Add 10% Federal Excise Tax if not for resale.**

Ⓖ **ALPINE "W".** Superior looks and accuracy at an amazingly small price. Waterproof*, anti-magnetic; sweep second hand on luminous dial. Shock protected, unbreakable mainspring. Handsome chrome top case, stainless steel back; matching expansion band adjusts to fit. 7 jewels.
**3433W1327**. Retail **$26.75**

**ALPINE.** Same, in yellow.
**3434W1633** Retail **$32.75**

Ⓗ **LODGE.** Deserves high praise with its handsome Florentine textured dial. Dressy circular case in yellow with stainless steel back. Matching adjustable expansion bracelet. 7 jewels. Anti-magnetic, shock protected. Sweep second hand.
**3435W1367** Retail **$27.50**

Ⓙ **BENTON.** Ultra-thin dress watch enhanced by an elegant clean-swept dial inclosed in a modern yellow top case. Smartly handsome with fine black suede leather strap. 17 jewels for split-second accuracy. Shock-protected. Stainless steel back.
**3436W2260** Retail **$45.50**

**BENTON "W".** Same, in white.
**3437W2127** . Retail **$42.50**

## Fashion Favors The Diminutive Timepiece

**A EDEN** Sensational 21 Lifetime jewel movement! Fascinating fashion square case of 10K yellow rolled gold plate with stainless steel back. Matching adjustable expansion bracelet. Shock protected, unbreakable mainspring.
**3456W2593** Retail **$51.95**
**EDEN "W"**. Same, in white
**3457W2593** Retail **$51.95**

**B DAHLIA.** Diminutive 21 jewel beauty. Delicate scrolls accent a miniature pear shape case of 10K yellow rolled gold plate, stainless steel back. Matching adjustable expansion bracelet. Shock protected, unbreakable mainspring.
**3458W2633** Retail **$52.75**
**DAHLIA "W"**. Same, in white
**3459W2633** Retail **$52.75**

**C MYRA.** 21 Lifetime jewel accuracy in a stunning leaf motif case of 10K yellow rolled gold plate with Florentine accents. Match mated leaf motif adjustable expansion bracelet. Shock protected unbreakable mainspring.
**3460W2633** Retail **$52.75**
**MYRA "W"**. Same, in white
**3461W2633** Retail **$52.75**

# HELBROS

**Add 10% Federal Excise Tax if not for resale**

**LIFETIME GUARANTEE**

**on all movement parts against breakage**

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Handling Charge $1.00

*Masterpieces in time for her! By HELBROS, the name that's recognized around the world for unsurpassed design and unfailing accuracy. You make an impression when you wear a HELBROS or give a HELBROS. Each has a guaranteed unbreakable mainspring, anti-magnetic and shock protected, electronically tested Lifetime jeweled movement. Every expansion bracelet can be lengthened or shortened quickly for personal fit.*

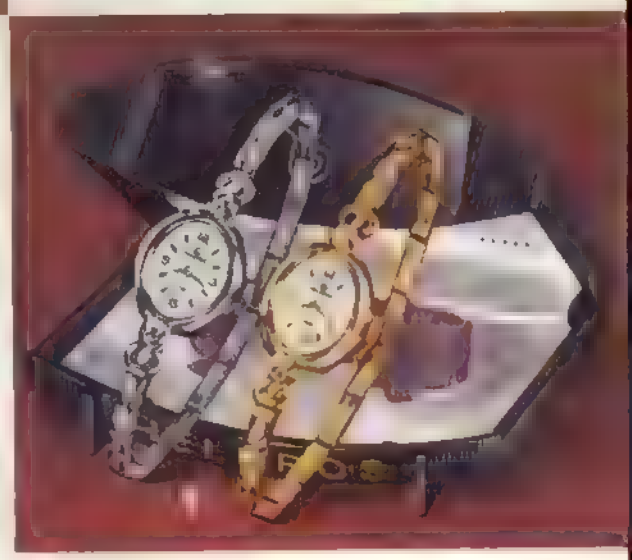
**Nationally Advertised in . . .**

PLAYBOY · POST · LIFE · seventeen · LOOK · Good Housekeeping · Esquire

**H ORIEL** Two diamonds sparkle on a delicately sculptured oval case of 10K yellow rolled gold plate. 21 Lifetime jewels. Matching, adjustable expansion bracelet. Shock protected unbreakable mainspring.
**3470W2993** Retail **$59.95**
**ORIEL "W"**. Same in white
**3471W2993** Retail **$59.95**

**J DAWN.** 4 heavenly diamonds . . . 21 jewels. Leaf motif, marquise shape case of 10K yellow rolled gold plate, stainless steel back. Coordinated, easy-to-adjust expansion bracelet. Shock protected.
**3472W3393** Retail **$67.95**
**DAWN "W"**. Same, in white.
**3473W3393** Retail **$67.95**

**D ODETTE** Elegant marquise shape case ends in tantalizing swirls. 10K yellow rolled gold plate top, stainless steel back. Matching expansion bracelet. 17 jewels, shock protected.
**3462W2100** . . **$41.95**
**ODETTE "W"**. Same, in white
**3463W2100** **$41.95**



**E THALIA.** Looks many times the amazingly low price. Classic oval shape case gleams in rich yellow with stainless steel back. Matching oval-cut expansion bracelet features adjustable fit with add-or-subtract links. 7 Lifetime jewels, shock protected unbreakable mainspring.
**3464W1533** Retail **$30.75**
**THALIA "W"**. Same as above in white
**3465W1533** Retail **$30.75**

**F ZENA** Glamorous jewelry! Nurses' favorite with clear full-figure dial with sweep second hand in 10K yellow rolled gold plate case; stainless steel back. Expansion bracelet. 17 jewels, shock protected.
**3466W2393** . Retail **$47.95**
**ZENA "W"**. Same, in white
**3467W2393** . Retail **$47.95**

**G URANIA "W".** Tailored for women on the go. Waterproof* shock resistant and anti-magnetic. Chrome top case, stainless steel back matching expansion bracelet. Luminous dial. 17 jewels.
**3468W2327** . Retail **$46.75**
**URANIA.** Same, in yellow
**3469W2500** Retail **$49.95**

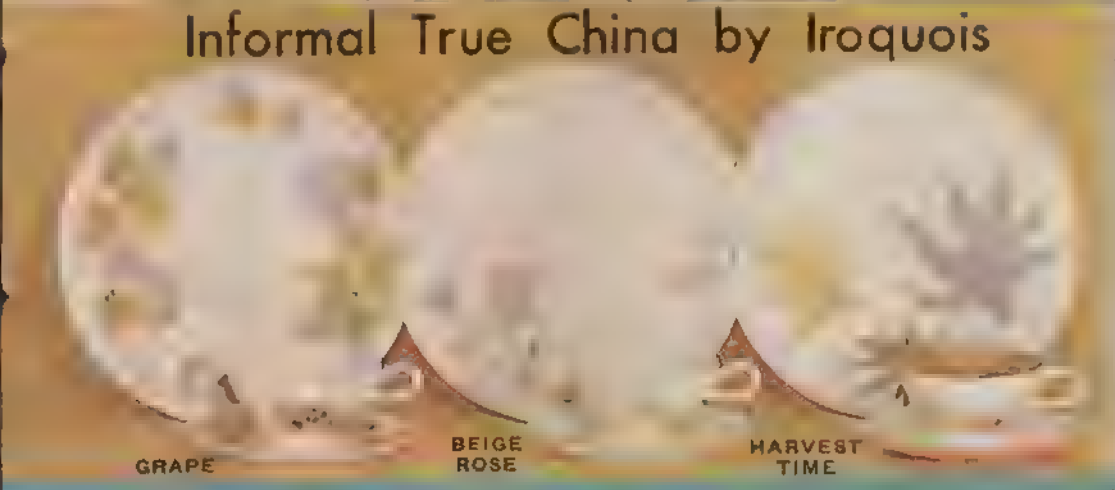
*Waterproof provided crystal and crown are intact, use unopened.

## Royal Jackson . . . *American Made China*

## Imported China

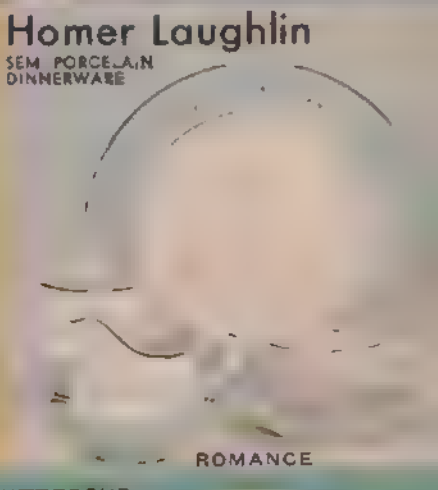
## Bavarian China

## Informal True China by Iroquois




## Homer Laughlin

SEMI-PORCELAIN DINNERWARE




## Homer Laughlin

CASUAL PATTERNS IN SEMI-PORCELAIN DINNERWARE

# FINE IMPORTED CHINA

## LUSTROUS TRANSLUCENT CHINA

*KYOTO FINE CHINA:* Japan's fine china—the ultimate in beauty! The Royal Wheat and Edgewood patterns are fragile in appearance, yet dependable in service. Made from finest clays.

*WENTWORTH CHINA.* Genuine china in either the Silver Wheat, Royale or Fairlawn patterns is a prized possession in every home. Offer a deep luster, translucency, and beauty found in no other dinnerware.

*KYOTO AND WENTWORTH CHINA* are fully vitrified, impervious to moisture, highly resistant to chipping and breaking. Expertly crafted in Japan. *Shipped by freight or express from nearest warehouse—Philadelphia or San Francisco. Allow 2 to 4 weeks for delivery.*

**SILVER WHEAT:** An invitation to gracious dining, supreme beauty. Sprays of wheat shaded in silvery grey; subtle gleamings of platinum bands—all traditional themes that enrich fine china. New distinction, modern coupe shaping. See it on your table—soon.

| | Sugg. Retail |
|---|---|
| 5514XF3997—57-Pc. Service for 8 | $69.95 |
| 5515XF6663—98-Pc. Service for 12 | $99.95 |

**ROYAL WHEAT:** Realistic sprays of wheat in shades of golden tans are interspersed with rims of gray-blue completes a perfect border pattern. The 22K gold edging on each piece makes this truly a stunning service at home with any accessories.

| | Sugg. Retail |
|---|---|
| 5934XF2926—57-Pc. Service for 8. | $47.50 |
| 5935XF5040—98-P Service for 12. | $79.95 |

**EDGEWOOD.** A formal rim shape with a gray gadroon edging, highlighted with rich platinum, forms a perfect background for the sprays of tiny tea roses. A creation particularly appealing to the more traditional and yet gay tastes. The china body is pure snow white.

| | Sugg. Retail |
|---|---|
| 5936XF3192—57-pc. Service for 8. | $54.50 |
| 5937XF5264—98-pc. Service for 12. | $89.95 |

**ROYALE.** Fluted shape takes wreaths of beige with grey and rims of platinum. China in the Classic tradition with a newer, youthful lilt, thanks to fluted swirls and shaping. You'll love it forever. And how flattering to your table.

| | Sugg. Retail |
|---|---|
| 5940XF2926—57-Pc. Service for 8. | $47.50 |
| 5950XF5040—98-Pc. Service for 12. | $79.95 |

**FAIRLAWN.** A delicate floral wreath on formal rim shape. An utterly romantic gesture for the most beautiful china of your life. Platinum edges reflect the silvery blue and gray blossoms. A pattern worthy of such fine quality translucent china.

| | Sugg. Retail |
|---|---|
| 5951XF2926—57-Pc. Service for 8. | $47.50 |
| 5952XF5040—98-Pc. Service for 12. | 79.95 |

## SET COMPOSITION

**57-PC. SERVICE FOR 8.** 8 each dinner plates, bread/butter plates, soups, fruits, cups, saucers, 1 each creamer, covered sugar, platter, baker. PLUS 4 extra cups. 45 lbs.

**EACH SERVICE FOR 8 CONTAINS 4 EXTRA CUPS. ALLOW AMPLE TIME FOR HOLIDAY SHIPMENTS.** Routed via freight or express from nearer city: Philadelphia or San Francisco. Allow 2 to 4 weeks for delivery; pay shipping charges upon receipt of goods.

**98-PC SERVICE FOR 12.** 12 each dinner plates, salad plates, bread/butter plates, soups, fruits, cups, saucers, 1 each creamer, covered sugar, large and small platters, sauce boat, two vegetable servers. PLUS 6 extra cups. Wt. 75 lbs.

**EACH SERVICE FOR 12 CONTAINS 6 EXTRA CUPS. ALLOW AMPLE TIME FOR HOLIDAY SHIPMENTS.** Routed via freight or express from nearer city: Philadelphia or San Francisco. Allow 2 to 4 weeks for delivery; pay shipping charges upon receipt of goods.

The discriminating hostess chooses domestic or imported

# *China*

for the ultimate in gracious entertaining!

## ROYAL JACKSON

Lovely Patterns In Rich American-made China

**MODERNE — "Simply Beautiful."** Snowy white coupe shaped pieces edged with your choice of either a Platinum or Gold rim.

| | Sugg. Retail |
|---|---|
| 5962XF5600—53 Pc. Set w/Platinum Rim. | $126.00 |
| 5963XF9000—93 Pc. Set w Platinum Rim | 229.00 |
| 5964XF5600—53 Pc. Set w/Gold Rim. | 126.00 |
| 5965XF9000—93 Pc. Set w/Gold Rim. | 229.00 |

**CAMELOT**—Here is a pattern that fits the modern mood of today. Wide silver band encircled by the richness of a delicate ring of gold.

| | Sugg. Retail |
|---|---|
| 5966XF11250—53 Pc. Set | $169.00 |
| 5967XF18000—93 Pc. Set | 325.00 |

**SYMPHONY**—Delicate Gray and White enameled Floral design on the rim. Design bordered by shining Platinum. The finest in American China

| | Sugg. Retail |
|---|---|
| 5943XF9000—53-pc. set | $148.00 |
| 5944XF18000—93-pc. set | 270.00 |

**BLUE HEAVEN**—New swirl shape, vitrified china with delicate Blue Floral pattern 'round the rim of every Snowy White plate—shining Platinum Rim.

| | Sugg. Retail |
|---|---|
| 5941XF6675—53-pc. Set | $126.00 |
| 5942XF11250—93-pc. set | 229.00 |

**SET COMPOSITIONS FOR MODERNE, SYMPHONY, CAMELOT, BLUE HEAVEN**

OPEN STOCK AVAILABLE

**53-PC. SERVICE FOR 8. 8 each:** dinners, bread and butters, soup plates, fruit/desserts, cups and saucers; **1 each:** medium platter, open baker, creamer, and covered sugar. Ship. wt. 45 lbs. F.O.B. New York.

**93-PC. SERVICE FOR 12. 12 each:** dinners, salads, soups, bread and butters, fruit/desserts, cups and saucers; **1 each:** large platter, small platter, open baker, covered casserole, gravy boat, covered sugar and creamer. Ship. wt. 80 lbs. F.O.B. New York.

## IMPORTED

"Meito" Fine China

**PACIFICA** "Elegant" This lovely captivating Grecian Key Motif in Gold and Black creates a table of never tiring beauty.

| | Sugg. Retail |
|---|---|
| 5968XF3997—57 Pc. Set | $59.95 |
| 5969XF6663—98 Pc. Set | 99.95 |

**DUCHESS**—Unique in styling White coupe shaped pieces edged with a combination of charcoal and platinum bands

| | Sugg. Retail |
|---|---|
| 5970XF3997—57 Pc. Set | $59.95 |
| 5971XF6663—98 Pc. Set | 99.95 |

**PACIFICA, DUCHESS COMPOSITIONS**

Open Stock Available

**57-Pc. Set—Service for 8.** Ship. wt. 45 lbs. **Eight each:** dinners, cups, saucers, soups, salads, fruits. **One each:** creamer, vegetable dish, medium platter, and covered sugar. **4 Extra Cups.**

**98-Pc. Set—Service for 12.** Ship. wt. 75 lbs. **Twelve each:** dinners, cups, saucers, soups, salads, bread and butters, fruits. **One each:** creamer, gravy, covered sugar, medium platter, large platter, round vegetable, oval vegetable. **6 Extra Cups**

## BAVARIAN

Famed China

**MICHELENE**—Delicate large Rose and Leaf pattern with heavy twenty-four carat Gold Border casing the rims on White Body. Baroque shape. Translucent, chip and crack resistant. Crazeproof, fired at 2800° to endure as an heirloom.

| | Sugg. Retail |
|---|---|
| 5949XF7997—93-pc. set | $119.95 |

**MICHELENE Set Composition**

**93-PC. SERVICE FOR 12. 12 each:** dinners, desserts, bread and butters, cups, saucers, soups, fruits; **1 each:** bowl (veg. baker), covered sugar, creamer, covered tureen, sauce; **2 each:** platters. Ship. wt. 67 lbs F.O.B. New York.

## IROQUOIS

Informal Contemporary China
Chip-resistant . . . Dishwasher Safe

**GRAPE**—Muted tones of Gold, Green and Soft Purple combined in natural beauty bringing out a carefree and gay design for formal or informal entertaining.

| | Sugg. Retail |
|---|---|
| 9576H1467—16 Pc. Set | $21.95 |
| 9577H4667—45 Pc. Set | 69.95 |

**HARVEST TIME**—Autumn foliage in a silhouette pattern and color scheme. Graceful leaves displayed against white, creates colorful table arrangement. Reverse side color is a warm burnt orange.

| | Sugg. Retail |
|---|---|
| 9277H1467—16-Pc. Set | $21.95 |
| 9278H4667—45-Pc. Set | 69.95 |

**BEIGE ROSE**—The ever popular delicate Rose motif in shades of Pink and Brown to compliment the tastes of the most discriminating Hostess.

| | Sugg. Retail |
|---|---|
| 9578H1467—16 Pc. Set | $21.95 |
| 9579H4667—45 Pc. Set | 69.95 |

**IROQUOIS Set Compositions**

**16-Piece Starter Set Composition. Four each:** Dinner Plates, Salad/Breakfast Plates, Tea Cups and Saucers. Ship. wt. 15 lbs

**45-Piece Set Composition—Service for Eight. Eight each:** Dinner Plates, Salad/Breakfast Plates, Gumbo Soups, Tea Cups and Saucers. **One each:** Large Platter, Covered Sugar, Creamer and Open Vegetable. Ship. wt. 45 lbs.

## HOMER LAUGHLIN

Fine Quality Semi-Porcelain Dinnerware
4 Stunning Patterns to Enhance Any Table Setting

**Famous Homer Laughlin** semi-porcelain dinnerware— triple selected for quality! Modestly priced, too! Choose from 4 exciting, detergent-resistant patterns. They're suitable for buffet setting to formal dining. Rich colors, costly gold or platinum accents are under an ovenproof, glass-hard glaze. Open stock available. **F.O.B. West Virginia Factory.**

**"ROMANCE."** Full Turquoise rim band is important background for border of dainty and delicate pastel leaves and Pink buds Every piece edged in Platinum.

| | Sugg. Retail |
|---|---|
| 5657XF1815—32-Pc. Set | $27.25 |
| 5659XF3423—53-Pc. Set | 51.50 |
| 5660XF5903—93-Pc. Set | 88.75 |

**BLUE ASTER.** Pert Asters with delicate blue petals, yellow and green leaves. Decoration fully Hand-Applied under glass-hard glaze. Cups, serving pieces are in Turquoise.

| | Sugg. Retail |
|---|---|
| 5979XF1296—32 Pc. Set | $19.50 |
| 5980XF1999—45 Pc. Set | 29.95 |
| 5981XF3675—81 Pc. Set | 55.50 |

**ORCHARD**—You can almost taste the tart sweetness of the crab-apples in their warm Maroon, with Brown stems and Olive Green leaves. Cups and serving pieces contrast in a complimentary accent color of Olive.

| | Sugg. Retail |
|---|---|
| 5972XF1296—32 Pc. Set | $19.50 |
| 5973XF1999—45 Pc. Set | 29.95 |
| 5974XF3675—81 Pc. Set | 55.50 |

**BUTTERCUP**—Sun drenched yellow buttercups contrast with the delicate grey stems and leaves. Butter-Yellow fadeway edge frames each piece.

| | Sugg. Retail |
|---|---|
| 5975XF1296—32 Pc. Set | $19.50 |
| 5976XF1999—45 Pc. Set | 29.95 |
| 5977XF3155—57 Pc. Buffet Set | 47.50 |
| 5978XF3675—81 Pc. Set | 55.50 |

**Homer Laughlin Set Compositions**

**32-Pc. Set—Service for 6.** Ship. wt. 22 lbs. **Six each:** cups, saucers, 7" butter-salad plates (except 6" for Romance), 10" dinner plates, sauce dishes **One each:** 11¼" platter, round open vegetable dish

**45-Pc. Set—Service for 8.** Ship. wt. 37 lbs. **Eight each:** cups saucers 7" butter-salad plates, 10" dinner plates, soup bowls. **One each:** 13¼" platter, round open vegetable dish, covered sugar bowl and creamer

**53-Pc. Set—Service for 8. (Romance only.)** Ship wt. 38 lbs. All pieces in 45-pc. set except bread and butter plates are 6" instead of 7"; plus 8 additional sauce dishes.

**57-Pc. Hostess Buffet Set—Service for 8. (Buttercup only).** Ship wt 47 lbs. Includes all pieces in 45 pc set plus 4 extra cups, 3 qt 9½" salad bowl, salad fork and spoon, 2 qt covered casserole with warmer and candle, salt and pepper shakers.

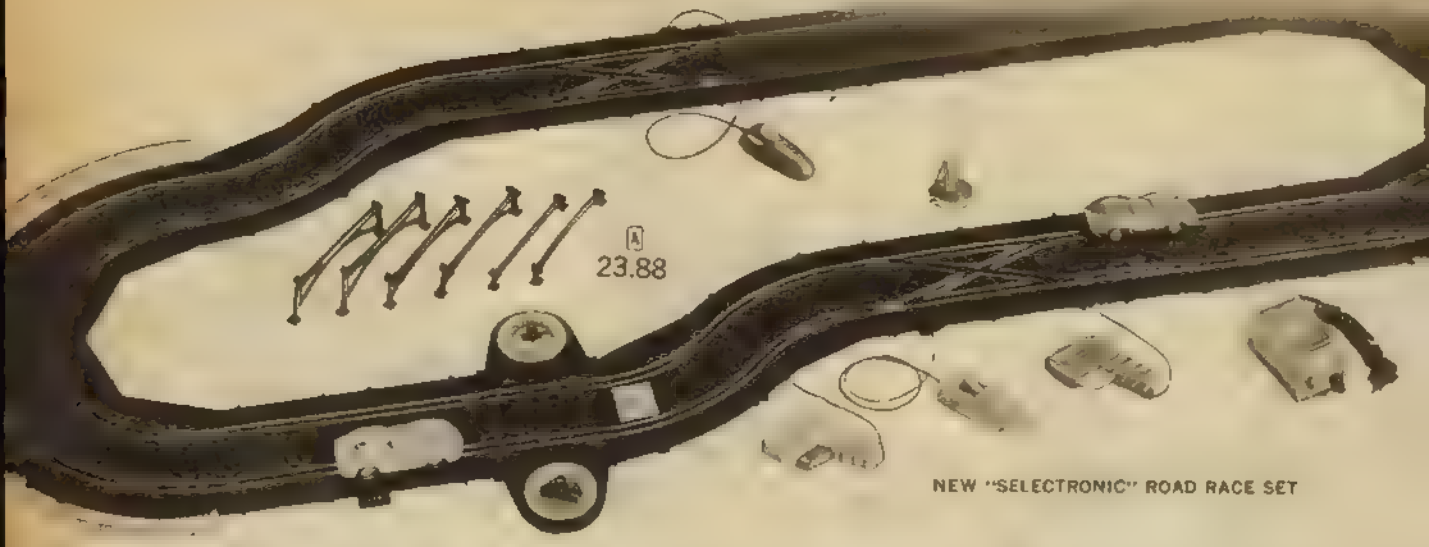
**81-Pc. Set—Service for 12.** Ship. wt 64 lbs. **Twelve each** cups saucers 7 butter-salad plates 10" dinner plates, soup bowls, sauce dishes. **One each** 11½" platter, 13½" platter, gravy boat and stand, covered sugar bowl, creamer. **Two each:** round vegetable dishes.

**93-Pc. Set—Service for 12. (Romance only.)** Ship wt 69 lbs Includes all pieces in 81 pc. set except 6" bread and butter plates and 7" salads replace 7" butter-salad plates



**No C.O.D. Orders Accepted for Factory Shipments**

# Road Race Sets . . . racing thrills . . .




NEW "SELECTRONIC" ROAD RACE SET

**A NEW "SELECTRONIC" ROAD RACE.** By Eldon Cars speed can be controlled independently while on same track. They pass, block, switch lanes. Set includes: 2 plastic 1/32 scale Ferrari Testa Rosa sports cars with dual-speed rear axles; wheel assembly can be changed to adjust speed; 2 new rheostat speed controls with speedometers; 2 new "change lane" switch tracks with push-button controls; new lap counter counts up to 50 laps for each car no matter how often car switches lanes. New starter flagman turns current on to start equal-timed races. Set shown is 2 x 7 ft. New plastic power track: 27 sections (13 straight track, 12 curved track, 2 short straight track). All track **pre-wired, pre-assembled—sets up easily and quickly.** Complete with 6 cross-over supports to make bridge, 8 pcs. of fence, decal set. Set powered by new special 2-amp. 6-volt power pack with circuit breaker, on-off switch. Wired. Operates on 110-120 volt, 60 cycle AC. No down payment, months to pay. See page 79.

X 923-5573 A—Wt. 7 lbs. 12 oz. **23.88**

**B NEW OVER/UNDER ROAD RACE.** Speedy miniature racing cars shoot around curves and zoom down straightaways. Set features: 2 newly designed plastic 1/32 scale Ferrari-type sports cars, pre-wired motors, metallized trim, rubber racing tires, metallized wire wheels. 2 pre-wired rheostat speed controls let you apply power as if you were driving. New pre-wired asphalt-black plastic power track—17 pre-assembled sections form 2 x 4 ft. "figure 8" without glue or tools. 6 cross-over supports for bridge. 8 sections of break-resistant polyethylene plastic fence. Decal set. Complete with power pack: 2 amp., 6 volts, UL listed. Operates on 110-120 volt, AC.

X 923-5565 A—Shipping weight 6 lbs. ..... **12.99**

**C NEW INDIANAPOLIS "8" ROAD RACE SET.** Economy-priced set complete with power pack brings Indianapolis speedway racing thrills into your home. Action-packed set includes 2 gear-driven 1/32-scale Indianapolis-type cars with newly designed wheels, rubber racing tires, 2-speed push button controls. 16 sections of asphalt-black plastic track (12 curved, 3 straight, 1 cross track). All track pre-wired, pre-assembled, snaps together easily to form 2 x 4 ft. figure 8 layout. 4 sections of break-resistant polyethylene plastic fence. 2.5 amp., 6 volt power pack UL listed 110-120 volt, 60 cycle, AC.

X 923-5557 A—Shipping weight 4 lbs. 8 oz. **9.99**

**D 4-POSITION LAP COUNTER.** Counts to 50 laps for each car.

X 923-5607 A—Wt. 5 oz. **2.44**

**E STARTER-FLAGMAN.**

X 923-5623 A Wt. 3 oz. **1.44**

**G TESTA ROSA FERRARI** 4 oz.

X 923-5649 A For Set A **2.99**

X 923-5664 A—For Set B, C **2.69**

**H STOCK CAR** Thunderbird 4 oz.

X 923-5656 A For Set A **2.99**

X 923-8023 A For Set B, C **2.69**

**TRACK SECTIONS.** Not shown. Pre-assembled, asphalt-black plastic. Shipping weights 4 oz., 4 oz., 5 oz., 5 oz.

X 923-5581 A Straight 5¾" **39c**

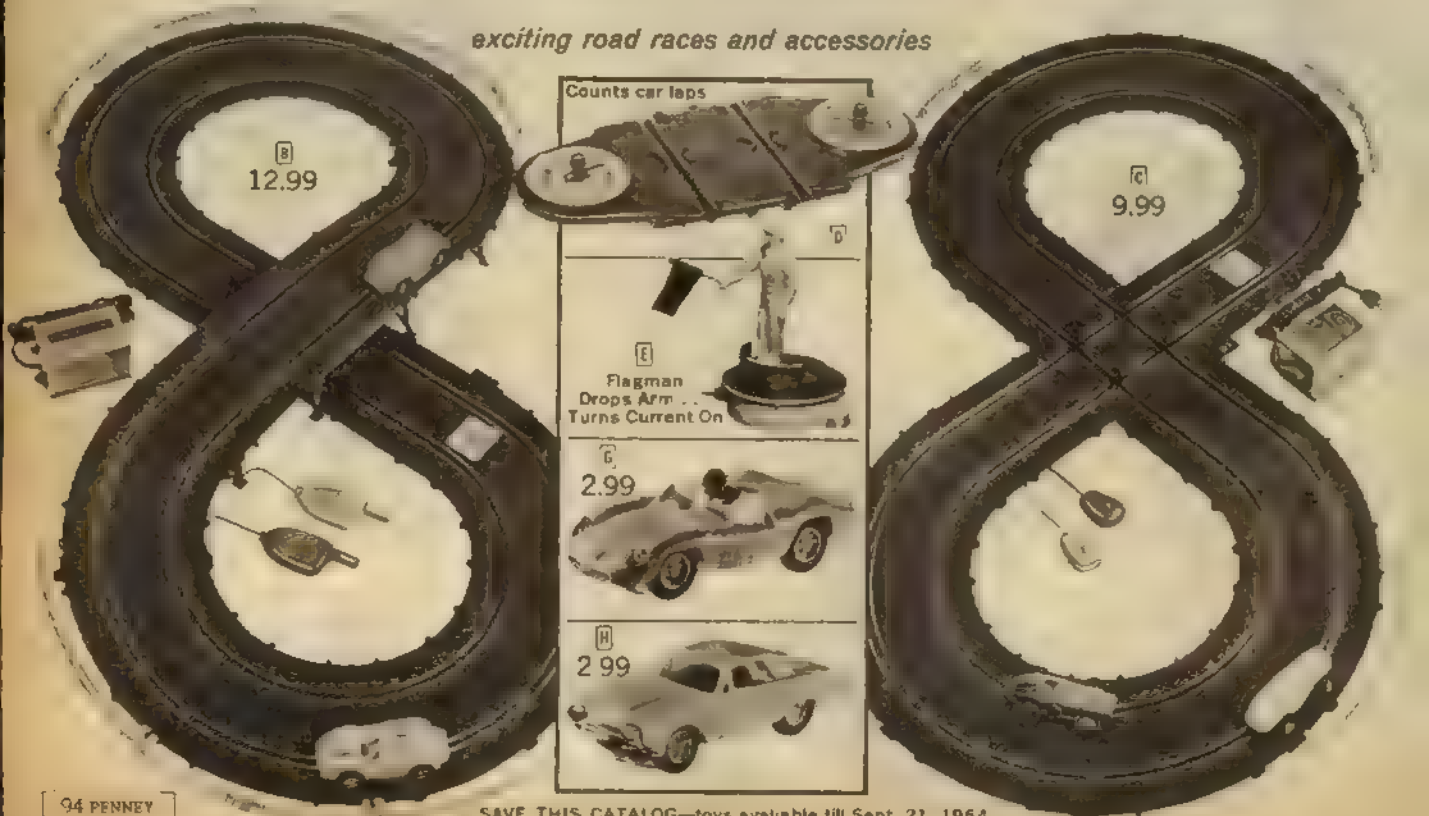
X 923-5599 A Curved 7 in. **59c**

X 923-5615 A Chicane. **1.44**

X 923-5631 A Crossroad **79c**

**Order extra sports cars for these road race sets under [G] and [H]**

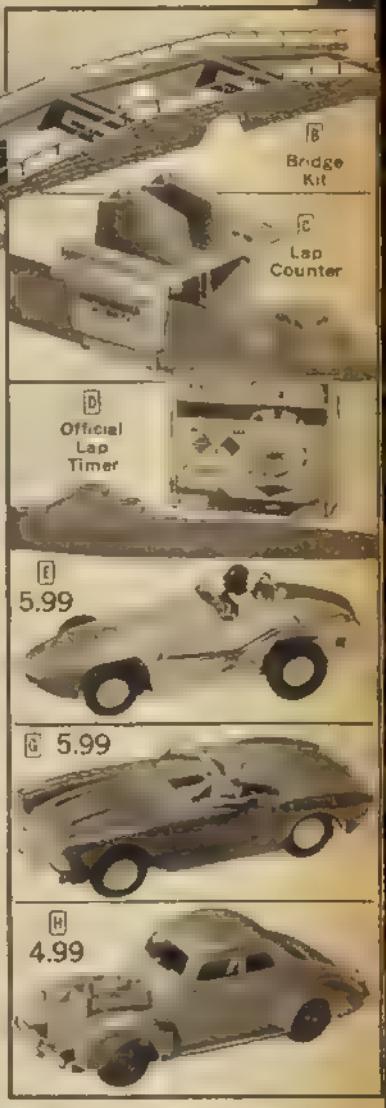
## *exciting road races and accessories*






SAVE THIS CATALOG—toys available till Sept. 21 1964

# . . . breath-taking competition




**A FLY-OVER SPEEDWAY ROAD-RACE SET.** By Gilbert . . . with spectacular new Fly-Over Chicane stock car-racer hurdles gap and continues racing 2 manual switches for changing lanes in mid-air or continue on same track! Set incl 2 electric-powered 1/32-scale Ford plastic stock cars, 2 accelerator-speed controls, new official starter —manually operated flagman on platform. 27 sections of pre-assembled plastic roadway (18 city curve, 8 straight, 1 cross road, 1 fly-over chicane). Set shows 4 x 8 ft. Plus 80-pc. accessory pack—with flags, grandstand, tower etc.—of heavy die-cut board. 66-pc. deluxe metal and plastic fence set. Decal kit. 1 amp. Pike Master power-pack UL listed. 110-120 volts, AC

**X 923-5391 A—Shipping weight 10 lbs. . . . . 29.95**

**FLY-OVER CHICANE KIT.** Described above. With approach/landing ramps, railings, operating warning light.

**X 923-5409 A—Shipping weight 10 oz. . . . . 5.88**

**ROADWAY SECTIONS.** (Not shown.)

**X 923 5433 A—Straight, 7 in. Wt. 3 oz.**

**X 923-5441 A—Curved, 6 1/2 in. Wt. 3 oz. each 39c**

**WHICH LANE? CHICANE.** Change lanes in mid-race

**X 923-5458 A—14 in. long. Shpg. wt. 8 oz. . . . . 3.88**

**B JUMP-BRIDGE KIT.** Requires 3 straight Aceo-Rama roadway sections (not included)

**X 923-5383 A—Shpg. wt. 4 oz. . . . . 1.49**

**C AUTOMATIC LAP-COUNTER** Adjustable. Fits all cars and all popular road race sets

**X 923-5417 A—Shpg. wt. 1 lb. . . . . 3.88**

**D OFFICIAL LAP-TIMER.** Times laps in actual or scale min., sec. For all popular road race sets.

**X 923-5425 A—Shpg. wt. 1 lb. . . . . 3.88**

**E "OFFY" SPECIAL RACER.** Indianapolis-type racing car. 5-pole DC motor, worm gear drive.

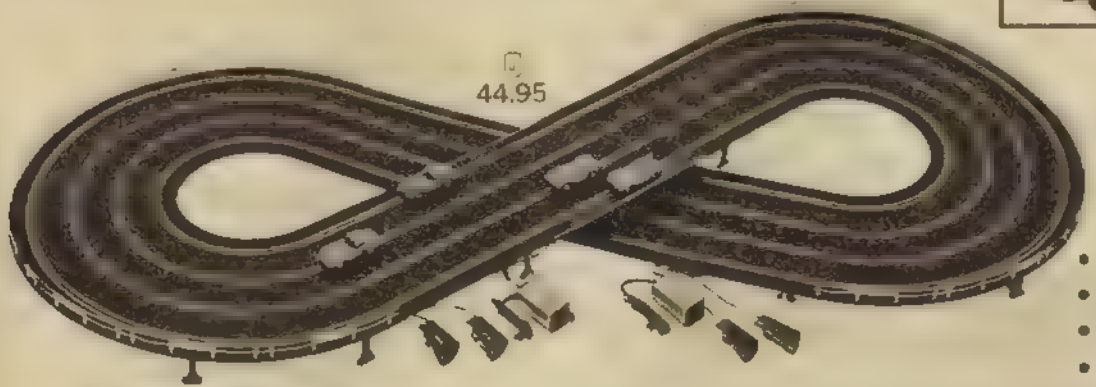
**X 923-5466 A—Shpg. wt. 5 oz. . . . . 5.99**

**G CORVETTE SPORTS CAR.** 5-pole DC motor. 4 3/4 in. long. With complete customizing kit.

**X 923-5474 A—Shpg. wt. 5 oz. . . . . 5.99**

**H FORD COUPE.** Authentic replica of famous coupe 5-pole DC motor, worm gears. 5 1/4 in. long.

**X 923-5482 A—Shpg. wt. 5 oz. . . . . 4.99**




**MARK IV DELUXE 4 LANE ROAD RACING SET**

- *4 lanes of thrills*
- *246-in. total circuit*
- *over/under fig. 8*
- *4 famous race-cars*

**J MARK IV 4-LANE ROAD-RACE SET.** By Strombecker. Double the carsl Double the lanes! Double the thrills! Has plastic replicas of 4 great racing cars, 1/32-scale—New Ferrari Berlinetta, Ferrari Testa Rossa, D Jaguar XKF Jaguar. 4 new pistol grip rheostat control throttles -built-in speedometer shows scale MPH. Giant figure "8" layout—96 x 42 in. 40 pre-assembled plastic track sections, in official asphalt black color (24 curved, 16 straight). Deluxe overpass supports, 18 fence-sections. 32 page guidebook includes simple assemble-disassemble instructions. Compare with 2 powerful 16-volt power packs—both d.c. output, UL listed. Operates on 110-120 volt, 60 cycle, AC. No down payment, months to pay—see page 79 for complete details about Credit Command.

**X 923-5508 A—Shipping weight 14 lbs. . . . . 44.95**

**K PONTIAC CAR KIT.** Plastic. Easy to assemble

**X 923-5532 A—Wt. 9 oz. . . 2.99**

**L FORD CAR KIT.** Plastic

**X 923-5540 A—Wt. 9 oz. . 2.99**

**TRACK SECTIONS.** Not shown. High-impact polystyrene plastic. 12 in.

**X 923-5516 A—Straight. 4 oz.**

**X 923-5524 A—Curved. 4 oz. 1.19**

**No down payment with Credit Command—see page 79 for complete details.**

# HO-gauge "Model Motoring"

## realistic, table-top action

*breath-taking thrills of real road racing*

**1 JAGUAR XKE** Miniature replica of this exciting sports car that is noted for its powerful performance, its status-wise prestige
X 923-5052 A—Shpg. wt. 2 oz. . . . . 2.29

**2 CORVETTE "STING RAY"** Detailed reproduction of the actual Corvette Sting Ray. Sleek, streamlined dream-of-a-sportscar
X 923-5045 A—Shpg. wt. 2 oz. . . . . 2.29

**3 INDIANAPOLIS RACER.** Authentic copy of an actual midget formula racer. High performance model. Designed for speed
X 923-5060 A—Shpg. wt. 2 oz. . . . . 2.29

**A AURORA "MODEL MOTORING" SET** Cars zoom down the straightaway negotiate tight curves, yet hold the track. A sport of skill with the thrill of real road racing. Set includes two HO-scale plastic metal sports cars 2¼ in. long—each has a gear-driven Thunderjet-500 motor for super-speed performances. Cars are guided independently via speedometer-type control with reverse switch brake. Run on one 18-volt powerpack (110-120 volts, 60 cycle AC), UL listed. Authentic in every detail. Preassembled plastic track sections with metal eyelets snaps together easily to form 36 x 36 in. layout. Incl. 8 sections, 9-in. radius curved track, 7 sections, 9-in. long straight track; 1 section, 9-in. terminal straight track, plus 4 high-impact plastic treadle supports, guard rails, posts. Set may be combined with HO-gauge model train layout for double excitement
X 923-4964 A—Shipping weight 7 lbs . . . . . 16 88

**B AURORA 4-LANE RACEWAY SET.** Thrills galore for the road race fan in this high-performance racing set with realistic on-track action at home. Up to 4 players can maneuver cars around course. Preassembled plastic track sections with metal conduits. 36 x 36 in. pretzel-shaped layout. Includes four 2¼-in. long plastic metal sports car models with gear driven, Stirling Moss Thunderjet-500 motors for super-speed performance. Each model has a separate speedometer-type control, reverse switch and brake. Runs on one 18-volt powerpack, 110-120 volts, AC—UL listed. Set consists of 6 pieces of 9-in. radius curved track, 6 pieces of 6-in. radius curved track, 6 pieces of 9-in. long straight track, 4 pieces of 6-in. long straight track, 2 pieces of 9-in. long terminal straight track. 60 cycle
X 923-5011 A—Shpg. wt. 8 lbs. . . . . 28.88

**Aurora 9-in. Long Straight Track.**
X 923-4972 A—Wt. 3 oz. . . . . 59c

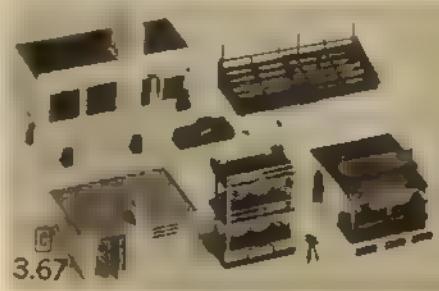
**Aurora 6-in. Radius Curved Track.**
X 923-4980 A—Wt. 3 oz. . . . . 59c

**Aurora 9-in. Long Crisscross Roadway**
X 923-4998 A—Wt. 7 oz. . . . . 1.49

**Aurora 9-in. Long Lap Counter**
X 923-5003 A—Wt. 4 oz. . . . . 1.19

**"HO" SCALE BATTERY OPERATED TOOTSIETOY ROAD RACE.** Breathless speed and thrill-a-second adventure. Perfect for the kids room apartments or back yard play. Set includes two rugged Cadillac Monza sweep-front metal HO scale model racing cars one in racing red and the other a striking gold color. Includes two push-button speed controllers, customizing decals, four curved and two straight pressure-joined plastic track sections that form a race 31½ x 21½ in. oval and unique figure 8 overpass supports. Operates on two 1½ volt batteries not incl.
X 923-3719 A—Shpg. wt. 3 lbs. 4 oz. . . . . 5.88

**C "HO" RACING ACCESSORIES.** These authentically designed "HO" gauge plastic accessories are the perfect addition to any racing layout. Realistic and colorful. Set includes a 3 x 4-in. wide pit-stop that consists of a pneumatic jack, tires, gas drums, fire extinguisher, and front and roof-top signs. Also included are a 3 x 1½ x 4-in. high judges stand complete with TV camera, equipment boxes, pit-area furniture and pennants; a 5⅝ x 2¼ in. high grandstand; a gas station measuring 6 x 3½ x 3¾ in. high, and a 3 x 4-in. wide first-aid station
X 923-5078 A—Wt. 1 lb. 2 oz. 3.67




**D "HO" RAILROAD CENTER.** An outstanding addition to any model railroad. Includes: one a suburban station and freight platform, a freight station, a watchman's shanty, a switch tower, a signal tower, hot beams, double tracks, 4 street signs, and six trackside workers. Plus nine crates, sacks and barrels, two pieces of luggage, two hand trucks, a bench, a crossing gate, a block signal and a crossing signal. All of plastic
X 923-5086 A—Wt. 1 lb. 3 oz. 3.67

# cap-shootin' Gun Sets for young cowpokes

**A SHOOTIN' SHELL FRONTIER SET.** Famous Winchester rifle has realistic lever action and shell ejection, plus secret trigger for rapid-fire action. Fires Stik-M-Caps or perforated roll caps (order under [M] and [M] below) Fanner-50 pistol in die-cast metal with plastic grip can be triggered or fanned. Fires perforated roll-caps with smoking action. Tooled black Dura-Hyde plastic holster; 2 Shootin' Shell cartridges; 6 bullet-noses for Winchester rifle. Rifle is 26 in. long; Fanner 10¼ in. long. Semi-matchable—see pg. 81
**X 923-2893 HA**—Wt. 6 lbs. 6 oz.*... **3.79**

**B "HAVE GUN—WILL TRAVEL" SET.** Replica of set worn by Paladin. Black leather hip-slung holster with Paladin motif has fast draw pockets. Two 9½-in. repeating pistols fire roll caps (order under [M] below). Embossed leather wrist holster with hide-away Derringer pistol. Plus: 3 "bullets," leg-ties, 25 calling cards, card case with Paladin photo, Paladin Fan Club card. All pistols of die-cast metal with plastic grips.
**X 923-1879 HA**—Wt. 1 lb. 8 oz..... **3.49**

**C "TEXAS KID" HOLSTER SET.** Genuine top-grain cowhide holsters, richly embossed Belt has large western buckle and three plastic bullets. Two big western 250-shot repeater pistols with cylinder door that slides open for easy loading. Fire perforated roll caps (order under [M, below) Pistols are highly engraved die-cast metal with bright nickel finish, white plastic handles. Each, 9½ in. long.
**X 923-2836 HA**—Wt. 2 lbs. 4 oz.. . **2.88**

**D LONE RANGER DOUBLE HOLSTER SET** For "masked riders"! Genuine black leather holster has cone-shaped pockets, screened and decorated with "jewels" and conchas, specially looped for fast draw Wide adjustable contour leather belt, garrison buckle, and 12 silver-colored "bullets." Two 250-shot die-cast metal repeater pistols with bone-like plastic grips. Pistols fire roll caps (order roll caps under [M] below). Another fine Penney value
**X 923-2844 HA**—Wt 2 lbs. 9 oz. .. **3.49**

**E ROY ROGERS HOLSTER SET.** Endorsed by one of America's all-time favorite cowboys. Genuine leather double holsters, buff color with brown/ivory screening. Fast-draw pockets have cross straps, buckles, metal spots. With leather leg ties, trophy buckle, six "bullets 8½-in. die-cast metal repeater pistols, bright nickel finish, white plastic grips—barrels break for easy loading Fire roll caps (order under [M] below).
**X 923-2851 HA**—Wt. 3 lbs. 3 oz.... **3.49**

**Buy all the toys you'd like to give with Credit Command—no down payment, months to pay. See page 79**

**Toy guns on these pages not sold to residents of New York City.**
**Caps not sold to residents of North Carolina or Arizona**
***Not sold to residents of Delaware or Massachussetts.**

**J "THE DAKOTAS" COWBOY OUTFIT.** Join "The Dakotas" of TV fame with these exact replicas of their shooting arms: 50-shot 33-in. flip-action rifle, two 30-shot automatic break barrel guns, and cap-shooting Derringer It's real wild west fun for 'Dakotas' fans. Plastic rifle features lever action for rapid fire plus single trigger action Guns of break-resistant die cast metal with plastic grips Rifle has die cast metal working parts Order caps for guns under [M below Also incl rawhide and black leather double holsters, deep-tooled with horseheads and striking multicolor designs Derringer bell holster with play bullets Rawhide leather adjustable belt, metal buckle, play bullets Metal "sheriff" badge Leather leg ties Large trail 'canteen screw-cap
**X923-2885HA** 2 lbs 12 oz **4.44**

J 4.44

**E** 1.54

**L** 2.99

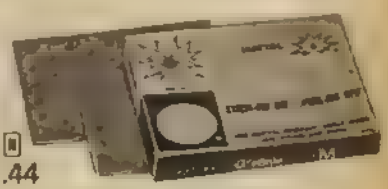
**K HUBLEY DOUBLE HOLSTER SET** Pistol packin fun for the young cowboy. Adds new interest and realism to the wild west games youngsters love to play Two automatic-action single-shot pistols with bright nickel finish, engraved stock and barrel, white handles fires perforated roll caps (order roll caps under [M] below). Sturdy black double holster is made of genuine leather with handsome red and ivory screening, embossed horsehead designs—has tubular pockets for lightning-fast draws. Each pistol measures 8½ in. long A favorite of young cowpokes. At Penneys low price.
**X 923-2877 HA** Shpg wt. 14 oz..... **1.54**

**L SHOOTIN' SHELL SHOULDER HOLSTER.** An authentic snub-nose 38 detective's revolver with adjustable snap-draw shoulder holster for quick-draw action—right from the shoulder. Die-cast zinc pistol shoots six "Shootin' Shells," fires Stik-M-Caps (order under [N] below) Black Dura-Hyde plastic holster fits neatly under any coat—has adjustable back strap, contoured yoke strap. Complete with six "shells," 12 "bullet-noses," metal detective badge, ID card in wallet, and police range target for target shooting. Pistol measures 7 in. long. Great fun playing make-believe private eye!
**X 923-2919 HA**—Shpg. wt. 1 lb. 8 oz.* Set **2.99**

**G MATTEL SHOOTIN' SHELL HOLSTER SET*.** Favorite gunfighter Shootin' Shell Fanners in tough Dura-Hyde plastic fast-draw holster with leather leg ties. Western hand-tooled adjustable belt with 10 metal "bullets." Two die-cast metal Fanner pistols with bone-like plastic grips—each measures 9 in. long. Pistols fire Stik-M-Caps (order under [N] below) Set comes complete with 12 cartridge cases, 24 "bullet-noses," and target
**X 923-2901 HA**—Shipping weight 3 lbs. 5 oz.*..... Set **5.88**

**H HUBLEY DOUBLE GUN AND HOLSTER SET.** Sure to appeal to every young cowboy. Handsome embossed leather double holster in russet with red and black screening. Fast-draw tubular pockets. Belt holds six "bullets." Cap-shooting repeater pistols are made of sturdy die-cast metal with bright nickel finish and white plastic handles. Barrels break for easy loading—fire perforated roll caps (order roll caps under [M] at right) Pistols measure 8½ in. long.
**X 923-2869 HA**—Shipping weight 1 lb. 13 oz..... **2.19**

**M** 2.19



**N** 3.44

**M PERFORATED ROLL CAPS.** Mattel perforated repeating toy paper caps for all guns that use roll caps. Sold in carton of 60 boxes (with five 90-cap rolls per box)—total of 15,000 caps in all. A lot of "shootin'" ahead! Shipping weight 1 lb. 2 oz.
**X 923-8254 HA**—Ctn. of 60 boxes **2.19**

**N GREENIE STIK-M-CAPS.** Use with all Mattel Shootin' Shell guns. Stick them on Shootin' Shell bullets, or any metal "bullets." In carton of 48 boxes (120 shots per box). Total of 5760 caps in all. 1 lb. 6 oz
**X 923-8247HA**—Ctn. 48 boxes. **3.44**

# now—hit the Value Bull's Eye

Mattel Shootin® Shell
**WINCHESTER®**

**A SHOOTIN' SHELL WINCHESTER.** Rootin' tootin' authentic-looking lever-action plastic and metal Winchester rifle. Shoots roll caps, Stik-n-caps, and Shootin' shells and realistically ejects cartridges. A secret compartment in the barrel stores extra Shootin' shells. Has a secret automatic trigger for quick firing. Incl. 2 shell cartridges, and 6 plastic bullet-noses. 26 in. long.

X 923-2695 A—Shpg. wt. 1 lb. 1 oz.* ..... 1.97

**B BOLT-ACTION TRAINING RIFLE.** Loads like a real gun. Pull bolt back and slip non-firing plastic cartridge (included) into chamber. This bolt-action cocks the gun for firing 50-roll caps. Shoulder sling helps "hold 'er steady" on the target. Die-cast cap, firing mechanism, bolt, hinge leaf sights. Stock of high impact plastic. 35 in. long.

X 923-2687 A—Shpg. wt. 2 lbs. ..... 1.97

**C M-14 U. S. INFANTRY RIFLE WITH RECOILING BARREL.** Bright shiny rifle has a muzzle that recoils like the real thing. It will thrill any little soldier with its realistic action. In addition to a recoiling barrel, the gun makes a loud rapid report. This action rifle operates on two "D" flashlight batteries (not incl.). High impact plastic made to look like wood and metal. Rifle measures 34¾ in. long.

X 923 1887 A—Shpg. wt. 2 lbs. ..... 1.97

* Not sold to residents of Del. or Mass.
To order caps for rifles—see page 111.
Save this catalog—items available till Sept. 21, 1964

**D DAISY AUTOMATIC SMOKER.** Realistic smoke after each shot—will thrill any young cowboy or cowgirl. Cocks, recoils and goes "bang!" Grained plastic stock and metal barrel. 31 in. long.

X 923-2661 A—Shpg. wt. 2 lbs. 1 oz. . . 2.44

**E DAISY LAWMAN RIFLE.** Spittin' image of the famous Model 94 Winchester rifle used by "Lawman" on TV. Cock it, fire. Hear load crack, see smoke, feel recoil. Metal barrel, plastic stock. 34 in. long.

X 923-2679 A—Shpg. wt. 3 lbs. 12 oz. . . 3.77

**G INDIAN SCOUT RIFLE.** Authentic replica of the old, Rolling Block rifle used by the army cavalry and frontiersmen of the wild old west. It shoots Stik-n-caps and Shootin' shells. Blue steel barrel, wood grain stock and grip, zinc die-cast cap firing mechanism. Includes 2 Shootin' shell cartridges, 8 plastic bullet noses, target on the back of box. 29½ in. long.

X 923-2703 A—Shpg. wt. 1 lb. 4 oz.* . . 1.77

**H WINCHESTER SADDLE GUN.** This replica of a Winchester saddle gun loads and ejects 8 toy bullets. It has a secret automatic trigger for blazing rapid-fire also fires single shots. Uses 50 roll caps has a plastic stock and steel barrel. 33 in. long. Incl. 8 metal play bullets.

X 923-8163 A—Shpg. wt. 2 lbs.* . . . . 3.77

**J COWBOY BOOTS**—sure to delight all young cowhands! Black smooth leather uppers with festive, multi-color inlays. Squared toes — cowboy heels, leather soles. Stitched construction. Child's D width in full, half sizes: 8½-13½; 1-3. State size.

X 601-1928 B—2 lbs. 4 oz. . . 5.88

Boy's D width in full and half sizes: 3½-6. State size.

X 604-2956 B—2 lbs. 8 oz. . . 7.88

**K "FALCON"-PATTERN BOOTS**—exciting as a rodeo! Black leather uppers; inlaid "Falcon" pattern in blue, gold-color/white. Leather leg-linings. Neolite soles. Goodyear welt construction. Child's D width in full, half sizes: 8½-13½; 1-3. State size.

X 601-1910 B—2 lbs. 4 oz. . . 7.88

Boy's D width in full and half sizes. 3½-6. State size.

X 604-2949 B—2 lbs. 8 oz. . . 9.88

**L "MOONBURST"-MOTIF BOOTS.** Ranchcraft cowboy boots; leather uppers inlaid with "Moonburst" pattern in gold-color/white. Narrow toe—cowboy heels. Leather leg-linings. Neolite outsoles. Child's D width. Full, half sizes: 8½-13½; 1-3. State size.

X 601-2728 B—2 lbs. 4 oz. 9.88

Boy's D width. Full, half sizes: 3½-6. State size. 2 lbs. 8 oz.

X 604-3525 B. . . . . 12.88

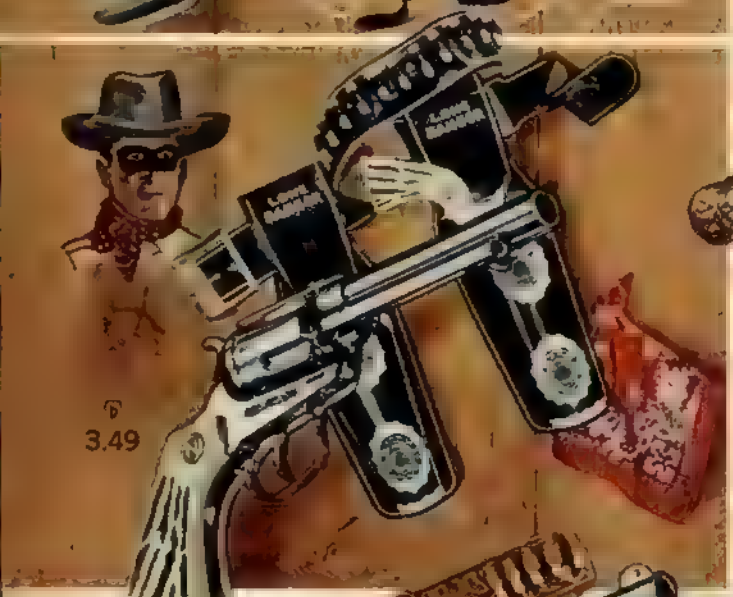
GENUINE MATTEL SHOOTIN' SHELL

## big excitement in

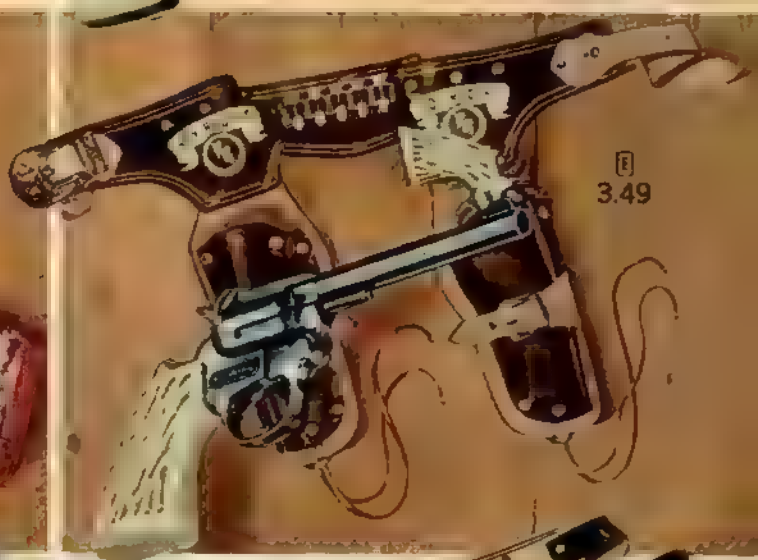
Ⓐ *Shootin' Shell Winchester® frontier set* 3.79

Ⓑ 3.49

Ⓒ 2.88



Ⓓ 3.49



Ⓔ 3.49

GENUINE MATTEL SHOOTIN' SHELL

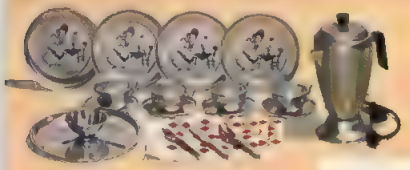
"Shootin' Shell" double gun and holster set

Ⓖ 5.88

Ⓗ 2.19



SAVE THIS CATALOG - use it now—and the year 'round. Toys will be available until September 21, 1964



### 32-piece Aluminum Party Perk Set . . child-size version of Mom's own

Invite friends for snacks time and again when you have such durable dishes . . . edges rolled smooth for safety. Percolator looks so real with its own cover and cord. There's a 6-inch chip 'n dip tray, as well as a full service for 4, cutlery, paper napkins.

49 N 969—Shipping weight 1 pound. . . . . Set $1.82

Each Set has cups, saucers, dinner plates and tableware **in a complete service for 4** . . yet look at this low Sears price

$1.82

### 37-piece Candy Stripe Set . . rich-looking metal and plastic

Makes table settings look as gay as a party. Here are large metal plates, cake plates, cups, saucers, sugar bowl and creamer. Also a metal serving tray, 10¼ inches long. Lovely white plastic teapot and white plastic cutlery. Paper napkins.

49 N 954—Shipping weight 1 lb. 12 oz. . Set $1.82

### 34-piece Floral-decorated Plastic Set

Wide edges add elegance. A fancy service for 4 with a French-style teapot, sugar bowl and creamer—all with covers. Silverware-look cutlery, paper napkins.

49 N 961—Shipping weight 1 lb. 1 oz. . . . Set $1.82

### 37-piece Festive-color Plastic Set

Four striking colors set off with silver-color cutlery, butter and cake knives. Teapot, sugar bowl, creamer and service for 4 with tumblers, napkins.

49 N 956—Shipping weight 1 lb. 3 oz. . . . Set $1.82

### 32-piece Tea Set of metal and plastic

Luxurious "First Lady" service for sipping tea with dignitaries and very important friends. Metal plates, saucers. Plastic cups, goblets, sugar bowl, creamer, teapot, silverware-look cutlery. Paper napkins.

49 N 943—Shipping weight 1 lb. 12 oz. . Set $1.82

### 27-piece Breakfast Set

Mechanical toaster actually pops up . . ticks like real. Durable metal 10-inch tray, plates, cups, saucers in gay leaf pattern. Plastic pitcher, cutlery.

49 N 963—Shpg. wt. 2 lbs. 8 oz. Set $1.82

### 44-piece Soup and Sandwich Set

Charming service for 4 in plastic with poodle design. Has soup bowls, luncheon plates, cups and saucers, large soup tureen with ladle, salt and pepper shakers, white plastic cutlery, paper napkins.

49 N 957—Shipping weight 1 pound . . . Set $1.82

### 31-pc. Barbie Cutlery Set gleams like silverware

$1.88

Cardboard chest holds 6 knives, forks, teaspoons, soup spoons; gravy ladle; salad fork, spoon; butter and cake knives, 2 candle holders. Made of plastic.

Shipping weight 1 lb. 4 oz.

49 N 982 . . . . . Set $1.88

### Plastic Play Food

60-pc. Set $1.46

Time for playtime dinner. Roast beef, turkey, lobster . . bread, rolls and cake. 5 vegetables, bacon and eggs, franks 'n beans, steaks, salads and eclairs. Plastic place mats, candle.

90 pieces. Serves 6.

49 N 966—Shpg. wt. 6 oz.. Set $1.88

60 pieces. As above, serves 4.

49 N 967—Shpg. wt. 5 oz. Set 1.46

## 151-piece Plastic Terrace Ware Set $84.44

**Big enough for a banquet . . with a "glass cookware" look and more extras than any other set we've ever sold**

- **Service for 8:** Plates, cups, saucers, knives, forks, tea and soup spoons, goblets, place mats, napkins . . plus individual casseroles and carafes
- **Individual pieces:** fruit in bowl, vinegar-oil cruets, percolator, bud vases, can delabras, salad set, ladle, serving set, sugar bowl, creamer, salt, pepper

Let's have a party. Set table for 8 with this lavish dinnerware. Modern square styling. 4 big and small serving casseroles to delight young chefs . . clear plastic covers to show food cooking. Knives, forks and teaspoons gleam like silverware. Fruit bowl, cruet tray, butter dish and candelabras also sparkle with silver color. Plates 5x5 inches, tray 10x7 inches. All of high-impact plastic, washes clean when dining's done.
49 N 971 Shipping weight 4 pounds 8 ounces . . . . . Set $8.44



## 15-piece Terrace Ware Serving Set $1.59

Serve make believe entrees "piping hot" in 4 covered casseroles. Includes handle, play percolator with cover and cord, warming stand, serving trivet and 10x7 inch tray. Plastic.
49 N 972 Shpg wt 1 lb. 5 oz. Set $1.59



## 26-piece China Blue Willow Set $1.99

Delight a small girl with this pretty service for 6 . . actually a miniature version of a grown up set. Traditional Blue Willow oriental design on white . . so attractive it's perfect for entertaining. Set includes 6 cups, saucers 3¾ in. diameter plates. Also casserole, teapot and sugar bowl with covers, plus creamer and platter. From Japan. Boxed.
49 N 932 Shpg wt 3 lbs. 8 oz. Set $1.99





## 90-piece Patio Ware Set . . complete service for 6 $58.88

Five serving pieces and skillet have clear and opaque covers to keep everything 'warm.' Use small casseroles and carafes for individual service. All plastic. With 10-in. tray, percolator, big carafe, napkin holder, napkins, 3 stands, creamer, sugar, salt, pepper, 6 plates, cups, saucers, goblets, cutlery.
49 N 933—Shipping weight 4 pounds . . . . . Set $5.88



## 58-piece Dinner Set in Famous Russel Wright Design $46.66

Created by a famous designer for little hostesses. Extra thick, durably tough plastic looks like pottery. Set includes 6 each 6¾ inch plates, cups, saucers, knives, forks, spoons, paper napkins. Plus sugar and creamer, teapot, gravy boat with stand, large casserole, platter and 6 clear plastic goblets.
49 N 944 Shipping weight 2 lbs. 14 oz. . . . . Set $4.66

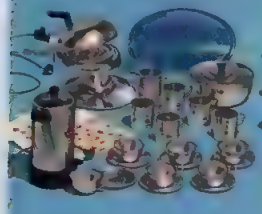


## 75-piece Dinnerware Set in Colonial Hobnail Design $39.99

Durable plastic in clear amber and white. Set includes 6 each plates, cups, saucers, goblets, place mats, napkins, knives, forks, spoons; 1 each tray-plate with fruit dish, relish dish, tiered cake plate, covered teapot, creamer, sugar bowl, popup toaster, cruet; 2 each salts and peppers, bud vases with flowers.
49 N 973 Shipping weight 2 lbs. 5 oz. . . . . Set $3.99

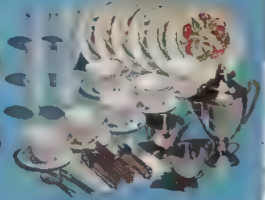
# Children can entertain up to 6 friends with any of these complete sets

Yes, get a full service for 6 at Sears surprising low price **$29.99**



### Patio Broiler-Party Perk Set

All aluminum—with covered broiler . coffee urn to help prepare meals "Plug" to wall (suction cup holds wherever it's put). Serve from chip 'n dip tray, serving tray or covered bowl. 36-pc. set spoons, cups, saucers Coffee mugs, paper napkins.
49 N 974— Shipping wt. 1 lb. 4 oz. $2.99



### Morning Glory Tea Set

Greet breakfast pals with zesty decorated plastic set Covered teapot silverware, creamer, sugar bowl, cake and butter knife are silver color 54 pc. set has plates, saucers, scrall-fluted cups. Clear plastic goblets 6 paper napkins
49 N 978—Shpg wt 1 lb. 9 oz. $2.99

### Fallen Leaves Tea Set

Serve a crisp salad in individual salad bowls . . one large bowl Rounded teapot highlights 60 piece pottery style service Square plates and saucers with cups Sugar bowl creamer Knives , orks spoons, gobiets All plastic Paper napkins
49 N 977—Shipping wt 2 lbs 2 oz. $2 99

### Sears Exclusive Dinner Set

Serve guests with this delicately shaped floral set on individual lacy plastic place mats Large serving tray Covered coffee server, sugar bowl with creamer 54-piece set has plates cups, saucers. Silver color cutlery All plastic Paper napkins
49 N 979 Shpg wt 1 lb. 12 oz. $2 99

### Barbie Tea Set

Invite friends to see these plates, saucers, decorated with fashion pictures Soup tureen with ladle. 62-piece set includes cups soup plates, gobiets teapot sugar and creamer salt and pepper, cutlery All plastic Paper napkins
49 N 980—Shipping wt. 2 lbs. 2 oz. .$2.99

### Tammy Tea Set

Decorate your table with the teen-age image of Tammy on metal plates and saucers. Cups and tumblers for hot cuages. Covered teapot, sugar bowl with creamer Silver color plastic knives forks and spoons. Six paper napkins. 53 pieces.
49 N 981 —Shipping wt. 1 lb. 12 oz.$2 99

Inspired by a famous English design

## Blue Sussex

Serving carafe with 6 individual carafes, casseroles with covers. 6-inch service plates.

90-piece service for 6 **$57.77**

Set a beautiful table for any meal you prepare. Carafes, casseroles . . 1 large carafe. Matching teapot, salt and pepper shakers, creamer, sugar bowl add unity to setting. Lazy Susan napkin holder, paper napkins. Raised, white design highlights dinner plates and saucers. Service plates, cups, gobiets, glassware, and cutlery All plastic
49 N 976 Shipping weight 3 lbs. 10 oz. .. $5.77

Shovel Truck 2.99 Dump Truck 2.98 Auto Transport 4.49

**8** **Tractor Trailer Dump Truck.** Just a touch of the lever and the "hydraulic" action raises the dump body, spilling out 12 colourfully embossed, wooden, alphabet blocks. Vehicle is auto-operating . . . needs no winding. Sturdy Metal construction . . . bright enamel finish. Solid rubber tires friction motor. Length about 18 inches.
27-R 3088. With blocks . **2.98**

**9** **Diesel Power Truck** with crank and lever mechanism that swings shovel unit into loading and unloading positions. Cab swings through full circle. Crank operated. All-Metal construction with gleaming two-colour enamel finish. About 16 inches long with shovel in travelling position. A powerful work unit.
27-R 3100. . . . . **2.99**

**10** **Auto Transport Set** complete with nine colourfully detailed friction powered cars and detachable ramp. Sleek semi-trailer "Diesel" truck powered by strong friction motor, features plated grille, bumper and dual exhaust stacks, dual tandem rear wheels. Steel construction with enamel finish. Fourteen rubber wheels. Length including rear ramp about 23½ inches.
27-R 3068. . . . . **4.49**

**11** **Mobile Crane and Shovel Truck.** Powerful diesel-type truck features swivel crane, clam shovel with automatic open and closing action for loading. Revolving cab has 17½ inch boom with cranking handles for raising and lowering the load. Machine stabilized by outriggers at rear of cab. Husky four inch wheels are fitted with traction-type treads. Moulded Polyethylene Plastic is colourfully finished and hard to break. Truck measures about 18 inches long.
27-R 3093. . **5.77**

**12** **Where is the fire?** Giant Fire Engine measures 21½ inches is realistically moulded of rugged Polyethylene Plastic with a fiery Red finish. Equipped with a removable ladder 7½-inch hook, axe, two hose sections that couple together and attach to truck. Simulated search light on top of truck tilts and rotates. Additional small diameter hose winds on and off hose reel attached to side of truck. Wheels are 2¾-inch plastic. All the equipment to simulate real-life fire fighting. There's lots of fun in store for the lucky boy who becomes "Fire Chief" and takes command of this geared-for-action toy.
27-R 3069. . . . . **2.66**

**11** Mobile Crane 5.77

**12** Giant Fire Engine 2.66

## *Filled with fun!*

**13** Dump Truck with Blocks 4.77

**14** Tow Truck 3.99

**13** **Metal Dump Truck** is loaded with twelve colourfully embossed alphabet blocks. High gloss Red Enamel finish with black and white safety checkers. Decal on tailgate. Ten strong plastic wheels, lever operation dump action with lock position. About 15½ by 6½ by 6 inches.
27-R 3070 With blocks **4.77**

**14** **Tow Truck** of durable Polyethylene Plastic features tow plate, adjustable boom on separate crank with winch and 4 inch wheels. Second crank with winch has hook that raises and lowers to facilitate towing operations — works just like the real thing. Length about 21 inches.
27-R 3071. **3.99**

### Dump Truck with Blocks 1.98

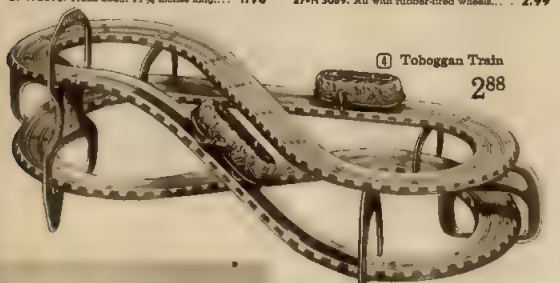
1 Load it . . . dump it . . . large Dump Truck actually works! Rugged Polyethylene Plastic construction, contrasting two-colour finish. Large dump box has hinged tail-gate. Black wheels with truck-like traction treads. Comes with 12 smoothly finished, embossed alphabet blocks to increase the fun a youngster can have with this play-time favourite.
**27-R 3096.** Truck about 17¼ inches long.... **1.98**

### Automobile Transport Carrier 2.99

2 Car Transport complete with three metal cars . . . all friction powered. Semi-trailer truck has Steel construction, bright enamel finish, ramps for upper and lower carrier decks, tandem rear wheels, plated grille, bumper and headlights. About 19 inches long with lower ramp down. Cars each measure about 5¼ inches. So right for any little boy on your list.
**27-R 3089.** All with rubber-tired wheels... **2.99**

### Bulldozer with Earth Hauler 1.79

3 Construction giant! Bulldozer with earth hauler in moulded Polyethylene Plastic. Fluorescent Orange and Black finish with silver-colour trim. "Dozer has six 3¼-inch wheels—measures about 24½ inches long with hauler attached. Has blade that raises and lowers. Hauler may be unhitched, used separately has two 2¾-in. wheels.
**27-R 3072.** ..... **1.79**



### 4 Toboggan Train 2.88

4 **Just like the carnival roller coaster** . . . this gaily lithographed Metal Track carries two racing trolleys up-around-and-down in a breathtaking descent. The track is 21 inches long, 8 inches high, 11 inches wide and is designed to prevent cars falling off.
**27-R 3127.** Cars measure 3½ inches..... **2.88**

### 5 Truck Full of Toys 1.88

5 **A big bonus in a big Truck** . . . hours of fun for pre-school tots. All-Metal Transport Truck filled to the doors with a gay assortment of little toys and trinkets. Colourfully lithographed truck is friction powered, has eight "heavy-duty" rubber-tired wheels.
**27-R 3105.** Truck about 12¼ inches long..... **1.88**

### 6 Battery-Operated Power Cruiser 2.98

6 **Sleek Power Cruiser** for the young boating enthusiast! The realistically detailed outboard motor turns, tilts and propels the boat whose slim Plastic hull won't sink. 3-volt D.C. motor requires two "C"-type batteries. Boat measures about 13½ inches in length, has bright two-colour finish.
**27-R 3129.** Batteries included..... **2.98**

A load of fun!

### *Descriptions of items on opposite page*

7 **Giant Truck Carrier** of bright Red heavy-duty Polyethylene (plastic) has separate cab, double-deck trailer, movable ramp. Comes complete with four small plastic trucks (each measures about 6 inches in length) and small trailer that can be attached to any of the trucks. Top level of transport trailer shifts down for loading and unloading. Length with ramp down—about 32 inches. Top value at this moderate price.
**27-R 3011.** ..... **3.88**

8 **When there's trouble on the highway** . . . Big Bruiser races to the scene! Sturdy Plastic Tow Truck features flashing red light, boom that raises and lowers, towing hook, forward and reverse motion, simulated siren noise . . . all automatic. Kit full of tools, hand crank for operating towing hook manually, towing plate on rear. Steering wheel turns front wheels. Gleaming White finish with bright red interior, grey boom and colourful set of Decal transfers. Truck measures about 22½ by 9½ by 9 inches. Comes with its own "wreck"—Beige Plastic Pick-up Truck—has dented fender, flat tire and replacement parts, four good wheels and box full of tools for repairing truck. Measures about 15 by 5 by 6 inches.
**027-R 3516.** Includes four "D" batteries **14.98**

9 **SAVE $1.00 and head for happy holiday fun!** Realistically designed Pick-up Truck with boat-trailer and battery-operated cruiser with outboard motor. Sturdy Polyethylene Plastic Truck is about 13 inches long, has bright chromium-plated trim, comes complete with tool box, wrench, jack spare wheel that can be used and drop-type tail gate. Cruiser about 13½ inches long is powered by two "C"-type batteries. Motor turns tilts and propels boat. Sturdy boat-trailer has crank-up winch, nylon cord and hook to secure cruiser. Over-all length of 3-piece set about 28½ inches. Batteries included. Excellent value.
**027-R 3521.** Ordinarily 6.97 **5.97**
**27-R 3121.** Pick-up Truck only **2.88**

10 **Plastic Giant!** Heavy-duty Dump Truck is a big 30 inches long. Trailer can be hitched or unhitched, hand crank locks into three positions for loading or unloading. Hard-to-break Polyethylene Plastic construction about fully finished and authentically detailed. Cab has visible simulated motor, headlights, ladders, etc. 10 heavy-duty traction-tread type tires are realistically big. A top-value buy for the construction engineer.
**027-R 3522.** ..... **5.99**

11 **Power to spare!** Battery-operated Bulldozer has tiller levers that actually steer the mighty dozer forward, through right and left turns . . . even in reverse. Heavy-duty Plastic and Metal construction . . . no sharp edges or corners. Movable scraper blade; rubber tracks. Realistically simulated operator and motor. Over-all length about 10½ inches. Requires two "D" size batteries.
**27-R 3095.** Batteries included..... **4.77**



Use Your Credit at EATON'S — No Down Payment. *See pages 292, 293

7 Truck Transport
3.88

Safety tail gate · Tool box · Fix the fender · Siren roars

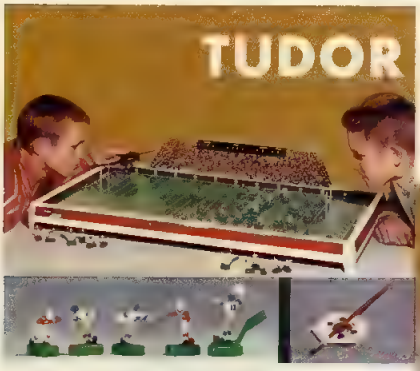
8 Big Bruiser Toy Truck with Wrecked Car 14.98

BIG BRUISER

9 PICK-UP TRUCK with Boat and Trailer plus Kit Full of Tools 5.97

10 Safe and Rugged Dump Truck 5.99

11 Battery-Operated Bulldozer 4.77

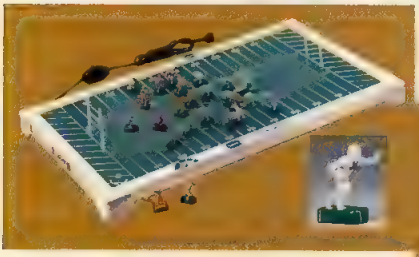



# Electric Sport Games

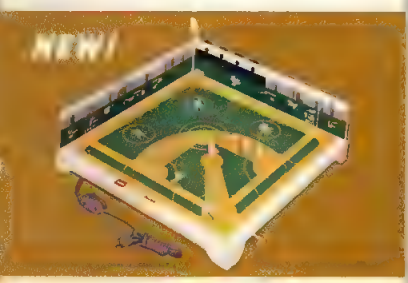
*MOST POPULAR*
*BECAUSE MOST REALISTIC!*

**#600** SPORTS CLASSIC ELECTRIC FOOTBALL
34 exclusive "Sculpt-action" players include two quarterbacks who actually kick and throw the ball!
Box 21½" x 39" x 3¼" ¼ doz. ctn. wt. 29 lbs.
$16 retail

**#650** SPORTS CLASSIC ELECTRIC BASEBALL
Duplicates realistically every diamond play
Players bat, field and throw magnetic ball
Box 25" x 25" x 3¼" ¼ doz. ctn. wt. 29 lbs.
$16 retail



**#500** TRU-ACTION ELECTRIC FOOTBALL
Two 'Kicker Passers' kick and pass footba
Other "Sculpt-action" players run, block, tackle, etc.
Box 27" x 16½" x 2⅛" ½ doz. ctn. wt. 25 lbs
$7 retail



**#555** NEW! TRU-ACTION ELECTRIC BASEBALL
Brand new vers on, new shape new playing action, new "pitcher", new 'batter", new realism!
Box 20½" x 20½" x 2⅛" ½ doz. ctn. wt. 25 lbs
$7 retail

**#710** TRU-ACTION DE LUXE HOCKEY
Exclusive 'Synchro-Drive' beveled gears make lifelike rinkmen respond instantly for speedier play.
Box 42" x 21¼" x 3½" ¼ doz. ctn. wt. 38 lbs.
$16 retail

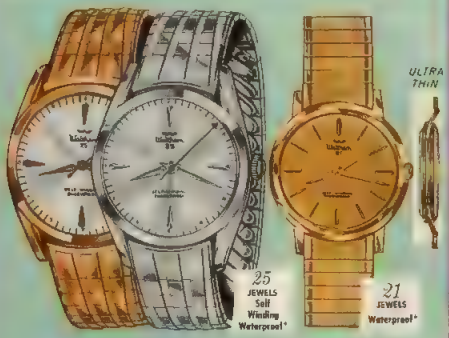
tudor

*Note: Tudor Electric Sport Games operate on 110 Volt A.C. ONLY*

**TUDOR METAL PRODUCTS CORP.**

Turn page for more . . .

*Self-Winding* *Worlds Thinnest*




**Auto Mercury "25" Y: 25 Jewel self-winding and waterproof*.** Yellow gold-finished case, non-corrosive back. Adjustable gold-filled combination expansion band. **Shockproof, unbreakable mainspring.**
**15 B 6572KT** 41.00

**Auto Mercury "25" W.** As above, with all-steel case and band.
**15 B 6573KT** . . 38.50

**Ultra-Thin Kelvin "21": The thinnest self-winding waterproof* with a sweep second hand ever made! 21 Jewels.** Simple masculine style, rich champagne dial with modern stick figures. Shiny yellow gold finished case has non-corrosive back. Adjustable gold-filled combination expansion band. **Shockproof.**
**15 B 6545KT** .. 51.50

*100 Jewel Self-Winding*

**A Golden Rotatron "100".** Waltham's finest watch has 100 functional jewels in its ultra-accurate, advance design movement. **Waterproof*** case is all yellow 10K gold filled, with gold-filled adjustable combination expansion band. Rich champagne dial. Built-in shock-absorbers. **Unbreakable mainspring.**
**15 B 6531KT** 67.50

**Rototron Superba "100":** As above, with white dial.
**15 B 6532KT** 67.50

**B Sea Rototron "100":** As above. White dial. All steel case with adjustable expansion band.
**15 B 6530KT** . . . . . 57.50

LIFE

# WALTHAM

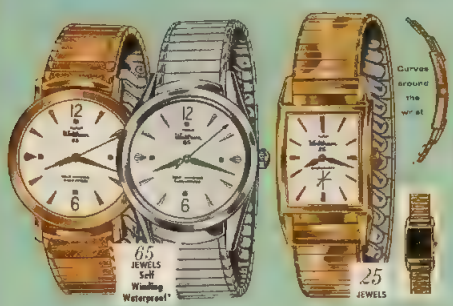
TIMING AMERICA FOR OVER 100 YEARS

Superbly crafted for outstanding durability, Waltham Watches are created and styled with the meticulous care worthy of the famous Americans who have depended on Waltham watches for accuracy throughout the years.

**Crafted in a Tradition of Quality**

- **GUARANTEED SHOCKPROOF**
- **GUARANTEED UNBREAKABLE MAINSPRING**

**Shipping weight each watch 8 oz.**
**All Jewelled Watches Have Jewelling on Lever**
**All subject to 10% Federal Excise Tax**




**Auto Jupiter "65" Y: 65 Jewels** automatically turn wrist motion into timekeeping energy. **Waterproof*** yellow gold-finished case, non-corrosive back. Adjustable gold-filled combination expansion band. Luminous hands, hour dots, sweep second hand. **Unbreakable mainspring. Shockproof.**
**15 B 6569KT** . . 54.75

**Auto Jupiter "65" W:** As above, with all steel case and band
**15 B 6570KT** 51.50

**Gladstone "25": 25 Jewels.** Contoured to fit the curve of his wrist. Dignified case is all yellow 10K gold-filled, with gold-filled adjustable expansion band. Modern stick figure dial. **Shockproof, has unbreakable mainspring.**
**15 B 6596KT** . . . . . 42.50

**Gladstone "25" B:** As above, with black dial.
**15 B 6597KT** . . . . . 42.50

**Sea Scot· Waterproof*** watch made to take hard wear. All stainless steel case and adjustable combination expansion band. Sweep second hand. Luminous hands and hour dots can be read in dark. **Shockproof 17 jewel movement with unbreakable mainspring.**
**15 B 6598KT** 23.25

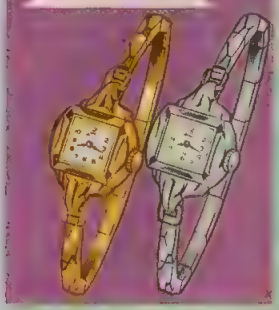
**Sea Gaylord:** As above, gray dial.
**15 B 6614KT** . . . . . 23.25

**Clancy "25" Y: 25 Jewels.** Railroad type pocket watch for drivers, farmers, etc. 1/20th 10K rolled gold plated case. Black leather fob included. Has fully numbered minute track. **Shockproof with unbreakable mainspring.**
**15 B 6561KT** . . . 31.95

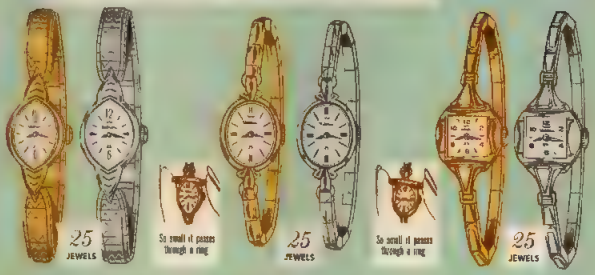
**Casey "17" W:** As above. Chrome plate top case. **17 jewel movement**
**15 B 6560KT** . . . . . 24.65

*Guaranteed waterproof as long as case, crown and crystal are intact

Top-Value Dress Watches



Special! Solid 14K Gold Cases!




**Ada Y.** Combines superb fashion styling with practical design and a down-to-earth price! Brilliant yellow case has non corrosive back. Matching 1/40th 10K gold-filled expansion bracelet. All arabic numeral dial is very legible. Dependable 17 jewel movement is **shockproof** and has **unbreakable mainspring.**
15 B 6584KT ... 18.95

**Ada W:** As above. White case, bracelet.
15 B 6583KT 18.95

**Golden Galaxy "25" Y: Has 25 jewels, solid 14K yellow gold case,** elegantly crafted for lifetime service. Smart wide bracelet is 1/20th 10K gold-filled, adjustable, with safety chain, clasp. **Shockproof movement.**
15 B 6537KT . 46.50

**Golden Galaxy "25" W.** As above, 14K white gold case.
15 B 6538KT 46.50

**Golden Miriam "25" Y: 25 jewels.** Ultra-petite case of **solid 14K yellow gold,** so dainty it will pass thru a ring! 20th 10K gold-filled adjustable expansion bracelet. **Shockproof** movement with **unbreakable mainspring.**
15 B 6562KT 42.95

**Golden Miriam "25" W:** As above, 14K white gold case.
15 B 6585KT 42.95

**Golden Dixie "25" Y: 25 jewel, solid 14K yellow gold case.** A favorite now made better than ever. Has 1/20th 10K gold filled adjustable expansion bracelet. **Shockproof and unbreakable mainspring.**
15 B 6564KT.....33.50

**Golden Dixie "25" W:** As above, 14K white gold case.
15 B 6565KT 33.50

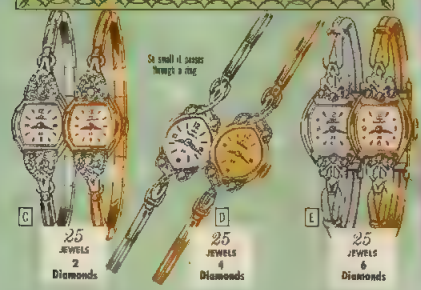
# WALTHAM

TIMING AMERICA FOR OVER 100 YEARS

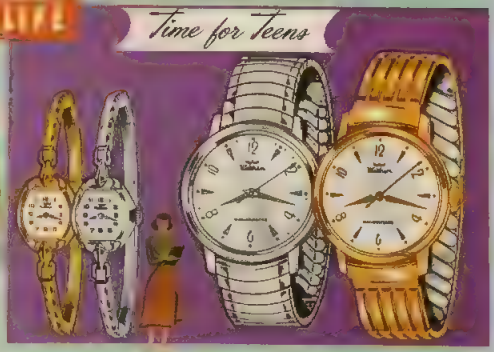
- **GUARANTEED SHOCKPROOF**
- **GUARANTEED UNBREAKABLE MAINSPRING**

Shipping weight each watch 8 oz.
All Jewelled Watches Have Jewelling on Lever
All subject to 10% Federal Excise Tax

**All Movement Parts Are**
**Lifetime Guaranteed**
Against defects or breakage ... for as long as the watch is in use. No charge for material or labor to replace parts of movement.




Time for Teens



**C Diamond Diane "25" W: 25 jewels. 2 fiery genuine diamonds** set in lovely white rolled gold plate case. Non corrosive back. 1/20th 10K gold-filled adjustable expansion bracelet. **Shockproof.**
15 B 6580KT ... 32.95

**Diamond Diane "25" Y:** As above. Yellow case and bracelet.
15 B 6581KT 32.95

**D Diamond Collette "25" W: 25 jewels. 4 blazing genuine diamonds.** White rolled gold plate case, non-corrosive back. Gold-filled adjustable expansion bracelet. Facetted crystal. **Shockproof.**
15 B 6554KT . . . . . 45.75

**Diamond Collette "25" Y:** As above, in yellow. Champagne dial.
15 B 6555KT ... 45.75

**E Diamond Corona "25" W: 25 jewels. 6 sparkling genuine diamonds** set in a starburst design case of white rolled gold plate with non-corrosive back. Adjustable mesh cord bracelet **Shockproof.**
15 B 6574KT . . . . . 45.95

**Diamond Corona "25" Y:** As above in yellow.
15 B 6575KT 45.95

**Tina Y** Sweetly styled watch crafted with sturdy durability for the young lady. Yellow case with non corrosive back. Matching expansion bracelet to fit her wrist. Full arabic figure dial for easy reading. 7 jewel movement is **shockproof and has unbreakable mainspring.** Gift-boxed.
15 B 6586KT ... 15.95

**Tina W:** As above in white.
15 B 6587KT . 15.95

**Sea Laddie W: Waterproof*** dependable watch for the active boy. Chrome top case with steel back has shorter stainless steel expansion band. Luminous hour dots and hands can be seen in the dark. Sweep second hand. 7 jewels **Shockproof movement has unbreakable mainspring** for trouble-free service.
15 B 6588KT . 13 85

**Sea Laddie Y:** As above, in yellow.
15 B 6589KT ... 15.95

***Guaranteed waterproof as long as case, crown and crystal are intact.**

# Ultra Petite Dainty Watches

**Lucille "25" Y: 25 jewel** ultra-petite style of classic design. Yellow rolled gold plate case with non-corrosive back. Gold-filled expansion bracelet. **Shockproof, unbreakable mainspring.**
**15 B 6539KT** ... **31.00**

**Lucille "25" W:** As above, in white case, bracelet.
**15 B 6540KT** ... **31.00**

**Andrea Y: Ultra-petite** sports style to grace her wrist. Yellow rolled gold plate case with a non-corrosive back and black suede strap. **Unbreakable mainspring. Shockproof,** 17 jewel movement.
**15 B 6562KT** .... **29.50**

**Andrea W:** As above, with white case.
**15 B 6563KT** **29.50**

**Sandra "25" Y: 25 Jewels.** Lovely dainty, petite. Gleaming yellow rolled gold plate case, non-corrosive back. Gold-filled adjustable expansion bracelet. **Shockproof, non-break mainspring.**
**15 B 6590KT** .....**32.50**

**Sandra "25" Y:** As above in white case, bracelet.
**15 B 6591KT** ... **32.50**

**Diamond Flower W:** The glamour, the luxury of **2 genuine** du-cut **diamonds** hand-set in a gleaming white dress watch at an astonishingly low price. Case is exquisitely fashion-designed with subtle beauty, has a non-corrosive back. 1/40th 10K gold-filled expansion bracelet to match. Modern stick-figure dial. **Shockproof** movement has **unbreakable mainspring.** 17 jewels. Dependable, protected by Waltham's lifetime guarantee.
**15 B 6592KT** . . **25.95**

**Diamond Flower Y:** As above in yellow, case and band
**15 B 6593KT** ..... **25.95**

All Movement Parts Are *Lifetime Guaranteed*

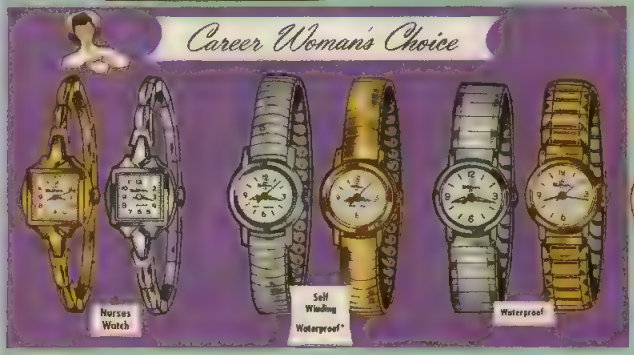
# WALTHAM

TIMING AMERICA FOR OVER 100 YEARS

- SHOCKPROOF
- UNBREAKABLE MAINSPRING

Since 1850 Americans have relied on Waltham Watches because of their dependability and accuracy. New Walthams are better than ever . . . styled with excitingly modern design.

## Career Woman's Choice




**Nurse Betty Y:** Favorite of career women everywhere. Practical yellow top case with non-corrosive back 1/20th 10K gold-filled adjustable expansion bracelet to match. Full arabic dial, sweep second hand for split second timing. 17 jewel movement has **unbreakable mainspring, is shockproof** for trouble-free service. Lifetime guarantee.
**15 B 6548KT** **26.50**

**Nurse Betty W:** As above, with white case, bracelet.
**15 B 6549KT** **26.50**

**Auto Carla W: Waterproof* self-winding** watch meets the needs of nurses, homemakers, career women. Has shiny chrome plated case with non-corrosive back, stainless steel expansion bracelet. Luminous hands and hour dots can be seen in dark. Sweep second hand. 17 jewel **shockproof movement, non-break mainspring.** Lifetime guarantee.
**15 B 6550KT** **41.50**

**Auto Carla Y:** As above, in yellow case, bracelet.
**15 B 6551KT** **42.95**

**Sea Nurse W: Waterproof*** watch for ladies, built for dependable service in every circumstance. All-stainless steel case with stainless expansion bracelet. Luminous hands and hour dots, red sweep second hand. Modern skip-figure dial with dress watch appearance. 17 jewel movement. **Shockproof, has unbreakable mainspring.**
**15 B 6552KT** **30.50**

**Sea Nurse Y.** As above, yellow case and bracelet.
**15 B 6553KT** **32.50**

F **Couture Y:** Discreetly designed dress watch to go with any fashion change. Elegant yellow case with non-corrosive back. Matching yellow expansion bracelet. 17 jewels. **Shockproof, unbreakable mainspring.**
**15 B 6541KT** **19.95**

**Couture W:** As above with white case and bracelet.
**15 B 6542KT** **19.95**

G **Diamond Mildred W: 4 brilliant genuine diamonds** set in a distinctively styled case of white rolled gold plate. Non-corrosive back. Gold-filled adjustable expansion bracelet. 17 jewel **shockproof movement.**
**15 B 6594KT** . **47.50**

**Diamond Mildred Y:** As above, in yellow.
**15 B 6595KT** **47.50**



Shipping weight each watch 8 oz.
All Jewelled Watches Have Jewelling on Lever

*Guaranteed waterproof as long as case, crown and crystal are intact.

All subject to 10% Federal Excise Tax

# LIONEL O27 GAUGE

## TRAINS—TRACK—OPERATING CARS

**$29.95 RETAIL**

**Steam Freighter with "Cop & Hobo" Car and Transformer**

5775T1945—Mighty Lionel steam pulls with smoke, headlight and exclusive Magne-Traction. Rolling stock features a delightful animated Cop & Hobo Car, Barrel Ramp Car and Lobster Tail Caboose. Entire outfit comes completely ready to run and includes 8 sections curved track, 1 straight track, an uncoupling track set, lockon and a mighty transformer with built-in circuit breaker plus wires and instruction sheet. Retail $29.95

**$39.95 RETAIL**

**TEXAS SPECIAL TWIN DIESEL FREIGHT WITH TRANSFORMER**

5777T2585—Our Iron Is a mighty Twin A Unit Diesel with headlight and track gripping Magne-Traction. Action cars include a high-flying Satellite Launching Car, Exploring Target Range Car, "whirling" Turbo Missile Car, Rocket Fuel Tank Car and Caboose. Track includes 8 curved, 3 straight uncoupler lockon plus a transformer with circuit breaker. Set complete and ready to run.

Retail $39.95

**$39.95 RETAIL**

**4-CAR STEAM FREIGHTER WITH TRANSFORMER**

5577T2595—This steamer has just about everything . . . headlight, smoke, whistle and Magne-Traction. Cars include Gondola with Canisters, the Barrel Ramp Car, a Hopper Car and a Caboose. Track includes 8 sections of curved, 3 straight sections, automatic uncoupling track set and lockon. All this plus lubricant, oil, wires, instruction sheet, **transformer with a circuit breaker and whistle controller.**

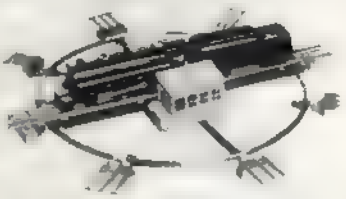
Retail $39.95

**$49.95 RETAIL**

**"ALL OPERATING" DIESEL FREIGHTER WITH TRANSFORMER**

5779T3345—Heavy duty, new C & O diesel comes with brilliant headlight and exclusive Magne-Traction. Outfit includes a cargo of all-new operating cars. Reconnaissance Copter Car with operating helicopter, Bal oon Target Launching Car, high speed Turbo Missile Car, speedy Solid Fuel Jet Motorboat and Caboose. Complete with 8 curved track, 3 straight track, remote control uncoupling track, lockon and powerful transformer with circuit breaker.

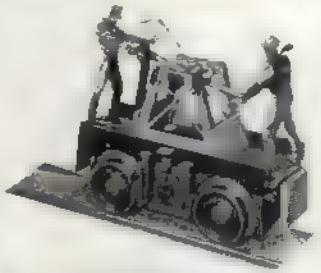
Retail $49.95



**Motorized Turntable**

5716T846—By remote control loco can be rotated to a number of different "open ready" tracks radiating outward from the turntable (Limit 24). Special clips are supplied to fasten track to the turntable. Two D batteries required (not included).

Retail $12.95



**Motorized Hand Car**

5778T645—A delightful addition to Lionel's family of self-propelling motorized units. a "must" for every railroad layout. As unit moves along, gangmen raise and lower their arms in a pumping manner. Car is self propelling. 8" long.

Retail $9.95

**Cop and Hobo Car**

5780T515—As train races down the track hobo leaps from the car to the trestle and cop leaps from trestle to car. The alligator reverses itself when the train again passes under trestle. Action is continuous. Car 9" long. Retail $7.95

### 027 GAUGE TRACK

**90 Degree Crossing**

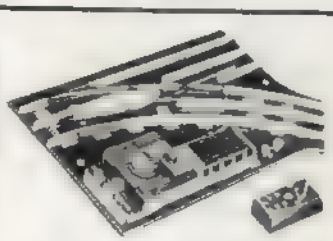
2275T125—"027" double zinc-plated steel 90 degree crossing for figure "8's" and other exciting layouts.

Retail $1.95

**Pr. of Manual Switches**

2276T427—"027" gauge manual switches. Red signal flag shows switch position. One right and one left hand switch.

Susp. Retail $7.50 pr.



**Pr. of Remote-Control Switches**

2277T1147—027 remote-control switches Lionel switch electric motor throws the switch points to let the train through. Red or Green lights indicate position. Includes one right and one left hand switch plus controller and cables.

Retail $17.50 pr.

**"027" Straight and Curved Track Sections**

2274T161—Package of 10 Curved Track, 8½" long.

Retail $0.25 each

2274T162—Package of 10 Straight Track, 4½" long.

Retail $0.25 each

### SUPER-O TRACK

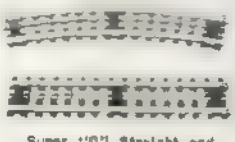
**90 Degree Crossing**

2288T150—Super O crossing for constructing figure 8's and other interesting layouts.

Retail $2.95

**Pr. of Remote-Control Switches**

2288T1625—Super "O" [illegible] switches [illegible] Retail $25.00 pr.



**Super "O" Straight and Curved Track Sections**

2285T324—[illegible] Curved Track [illegible] Retail 50c each

2284T324—[illegible] Straight Track [illegible] Retail 50c each

**Trestle Set**

2287T385—[illegible] Retail $5.95

**Cherry Picker Car**

5781T450—Ladder which can be raised and extended holds a compartment that houses an Astronaut. By turning a knob, Astronaut swivels out into full view. Can be used with the Mercury Capsule Car. 11" long.

Retail $6.95

**Mercury Capsule Car**

5782T645—Missile [illegible] by remote control; at a specific height missile falls back to earth [illegible] to soar. Capsule [illegible] and gracefully by parachute. [illegible] long.

Retail $9.95

**Missile Launching Car**

5783T450—[illegible] with spare [illegible] long.

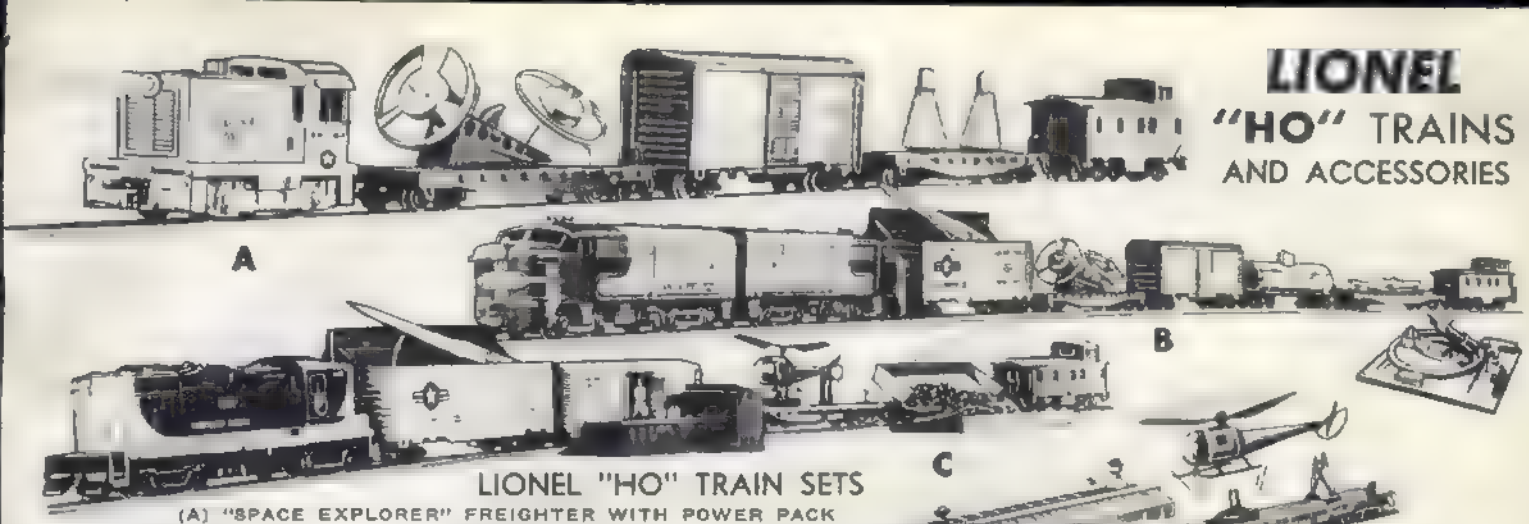
Retail $8.95

**Aerial Target Car**

5784T645—Target [illegible] by [illegible] keeps circling. As car moves around track car 11" long.

Retail $9.95

# LIONEL "HO" TRAINS AND ACCESSORIES




## LIONEL "HO" TRAIN SETS

### (A) "SPACE EXPLORER" FREIGHTER WITH POWER PACK

5785T1498 A powerhouse on track! Pulling a mighty load, is a new Minuteman Husky with headlight. Action cars include: a high-speed Turbo Missile Car, a "break-apart" Exploding Target Car, simulated Mercury Capsules on a Flat Car and Caboose. For track, outfit features 5 curved 18" long, 1 curved terminal and a powerful 800 milliamp Power Pack and instruction sheet.
Retail $24.95

### (B) "THE METEOR" DOUBLE DIESEL WITH ROCKET PLATFORM

5786T2995 Santa Fe "Twin Units" built for speed and power leads the way. Rolling stock features Minuteman Missile Car that fires a rocket hidden in a box car, Turbo Missile Car, Exploding Target Car, Rocket Fuel Tank Car, a Twin Missile Carrying Car and Caboose. Includes 6 curved tracks 18", 1 curved terminal 18", 1 straight track and an uncoupler re-railer, 800 milliamps Power Pack.
Retail $49.95

### (C) NORTHERN PACIFIC DIESEL FREIGHT WITH 4 ACTION CARS

5787T2995 Has GP-7 diesel with blinking headlight operating a set of cars as Minuteman Missile Launching Car with a rocket that appears to fire a missile. Missile Unloading Car. Helicopter Launching Car with a pair of "birds" takes off. Dump Car that unloads its cargo, and a "Caboose" Track are included—8 curved, 18" long, 1 curved terminal 18" long, remote control operating platform and a heavy duty 1¼ Amp Power Pack.
Retail $49.95

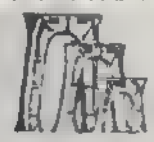
## LIONEL "HO" OPERATING CARS

**Sheriff and Outlaw Car**
5788T475— As car rolls along a gun battle takes place. When the outlaw comes up sheriff ducks down. The sheriff comes up to shoot and the outlaw drops down.
Retail $7.95

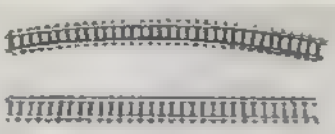
**Operating Helicopter Launching Car**
2874T475 "Whirly Bird" soars into air at touch of button. Launched from Southern Pacific Flat Car.
Sugg. Retail $7.95

**Hobo and Cop Car**
5781T475 As train races down the track hobo leaps from car to trestle. Cop leaps from trestle to car. The situation reverses when train again passes under trestle. Action is continuous.
Retail $7.95

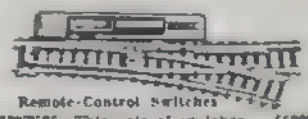
## "HO" TRACK



**Trestle Set**
2819T335 — Set includes 46 graduated piers and 4 extra arch bridge. For all Lionel HO Locos.
Retail $3.95



**HO Track**
2852T180— Box of 12 curved sections 9" long, 8 radius, 36 ties. Sugg. Retail $0.25 each
2851T180 Box of 12 straight sections 9" long, 32 ties. Mfr's. Sugg. Retail $0.25 each



**Remote-Control Switches**
2857T585 This pair of switches can be used with any HO train set. Consists of right and left hand switches.
Retail $9.75 Pr.

**Snap-on Bumper**
5509T75—Laminated snap-on bumper prevents train from running off of a dead end siding or terminal. Mfr's. Sugg. Ret. $1.95

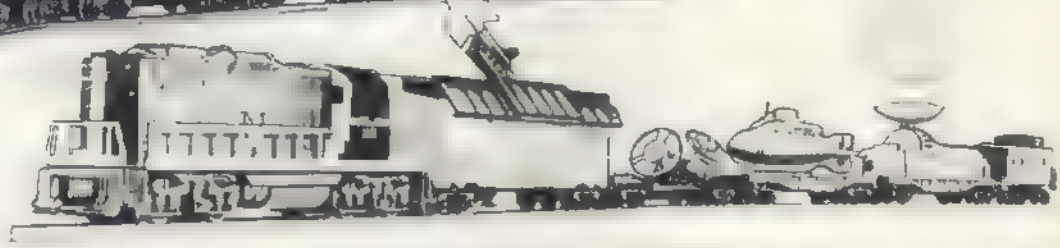
**90-Degree Crossing**
2854T135— Allows two main lines to intersect. Especially needed for figure of eight layout.
Mfr's. Sugg. Retail $2.25

## LIONEL SUPER "O" OUTFITS

Super "O" Outfits . . . The Very Best In Model Railroading. Super "O" Curved Track Makes An Oval 36" In Diameter, Reduced Center Rail.

**MILITARY STEAM FREIGHTER —SUPER "O"**

5790T3245— Die-cast steam loco with headlight, smoke, whistle and Magne-Traction. Action cars include: high-speed Turbo Missile Firing Car, a break-apart Exploding Target Car, Flat Car with removable Solid Fuel Jet Motored rocket and Caboose. Track supply includes 8 curved, 1 straight, 1 Half Straight, complete set for uncoupling and operating cars plus wires, oil and instruction sheet.
Retail $49.95



**SUPER "O" LAND, SEA & AIR DIESEL FREIGHT**

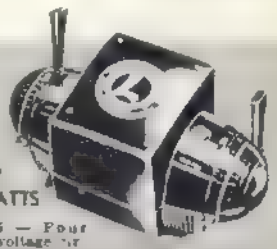
5791T3895—Has a mighty Boston & Maine GP-9 diesel with horn, headlight and Magne-Traction. Rolling Stock includes: a Minuteman Missile Launching Car with high-powered rocket, high-speed Turbo Missile Firing Car, deepsea diving Submarine Car, Balloon Target Launching Car, Caboose and Exploding Ammo Dump Super "O" track includes: 12 curved, 2 straight, 1 Half straight and a complete operating set for uncoupling and operating cars.
Retail $59.95

## TRANSFORMERS by LIONEL

**LW 125 WATTS**
2283T1230 Two no-tools control train direction, horn or whistle. Two fixed voltage outputs. Built-in auto-matic thermal circuit breaker. 1 sec. by UL 115 Volts AC 60 cycles 6¾"x4¼"x5".
Retail $18.95

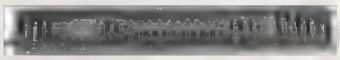
**SW 130 WATTS**
5482T1425—Operates two trains and accessories. Throttles control speed, direction and stopping. Button controls whistle of one train. Has power-on light and built-in circuit breaker. Listed by UL. 115 Volts AC, 60 cycles. 8¾"x8¼"x6".
Retail $25.00

**KW 190 WATTS**
2281T2112—Operates two train sets plus accessories. Two separate train direction and horn and whistle control circuits. Automatic circuit breaker and "shorts" indicator. High-impact phenolic case. 115 Volts, AC 60 cycles. 7¼"x8½"x7½".
Retail $32.50

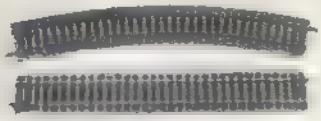


**ZW 275 WATTS**
2282T2595 — Four variable voltage outputs operate four different train sets. Two horn and whistle control circuits, two train direction levers. 115 Volts, AC, 60 cycles 12½"x7"x8¼".
Retail $39.95

# GILBERT® AMERICAN FLYER "HO" TRAINS AND ACCESSORIES



**2850T58 — Automatic Uncoupler Track.** Straight section of track uncouples car by remote control Roadbed base. 9" long Necessary item for any HO layout.
**Retail 98c ea.**



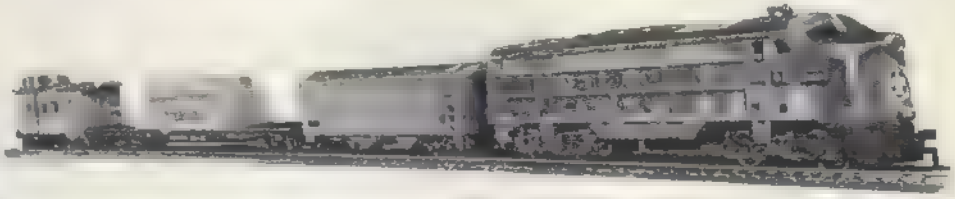
**2851T216—Pike Master Curved Track.** 18" Radius. Three in one Rails, ties and roadbed. Pkg. of 12. **Retail 30c ea.**
**2852T216—Pike Master Straight Track.** 9" long, rails, ties and roadbed—one piece. Pkg. of 12. **Retail 30c ea.**

**2854T598 — Remote Control Switches.** These switches can be used with any standard HO track set. Consists of one right and one left hand switch.
**Retail $9.96 Pair**

**2853T135 — 90° Crossing.** For interesting grade-list crossing system. 6" long
**Retail $2.25**

"The Rambler" 5 Unit Freight with Power Pack

**5770T1799** -A bearcat for work is this perky little die-cast 0-6-0 switcher that sports Pull-Mor Power, a rugged geardrive motor, couplers at both ends and a highly-detailed ladder-back tender Includes two automatic action cars Tie Jector and Hay-Jector Outfit complete with 1 amp AC DC Power Pack 11 sections 18" radius Pike Master curved track with built-in roadbed, 1-18" radius Pike Master Curved Terminal track, 1 straight section and 1 uncoupler track.
**Mfr's. Sugg. Retail $29.98**



"The Reliable" 4-Unit Freight Train with Power Pack

**5656T1199** The big Santa Fe GM "growler" is gear driven and its 8 wheels drive the load Pull Mor Power gear drive motor, and couplers at both ends are features of this great locomotive Mine car is latest model and carries Border's markings Cement Car has removable top Pike Master track with built-in roadbed Bay window caboose with cupola. Set includes 1 amp. Power Pack with AC-DC output; 11 sec. curved track, 1 curved terminal track.
**Retail $19.98**

**5664T1499—Twin Pike Master Power Pack.** Runs two trains at same time at different speeds Rated 110 to 120 AC current to 16 V. A.C. for accessory operation and to 12 V. D.C. for trains Built-in circuit breaker.
**Retail $24.98**

The Cannonball" 8-Unit Freight with Power Pack

**5659T2999** Majestic 4-6-4 die-cast "Hudson" locomotive that puffs real smoke, has choo-choo sounds a working headlight Pull Mor Power and gear drive motor Freight includes: Exploding Mine Car, Automatic Tie Jector Car, Peabody Hopper Mobilgas Tanker, New Haven Gondola, and bay window caboose Track 11 curved, 1 curved terminal, 1 straight contact, 2 sections of straight, and 1 uncoupler track. 1 amp AC-DC Power Pack will run train plus accessories
**Retail $49.98**

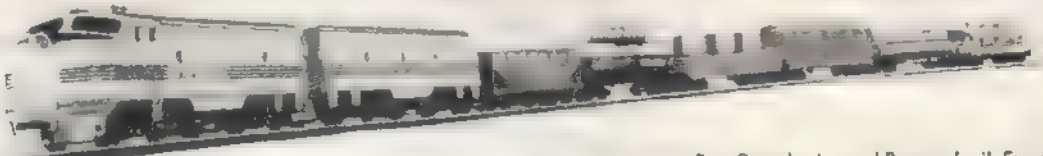
## TYCO® HO GAUGE by MANTUA

**The oldest and largest company devoted exclusively to the manufacture of HO scale electric trains. All locomotives have positive worm gear drive.**

Santa Fe "Trans-Continental" Freight

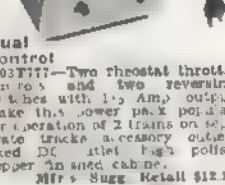
**5771T999** This cross country freight features the lighted F9 diesel "Santa Fe" freight, 1 refrigerator car, 1 skid flat car w/culvert pipe load 1 operating hopper car, 1 four wheel caboose, 11 sections 18" radius curved track, 1 section 18" radius curved terminal track Makes 36" circle including rerailer.
**Mfr's. Sugg. Retail $14.98**

**Dual Control**
**5903T177**—Two rheostat throttle controls and two reversing switches with 1½ Amp output make this power pack popular for operation of 2 trains on separate tracks accessory outlet, fixed DC. Attractive high polish copper finished cabinet.
**Mfr's Sugg. Retail $12.95**



Rio Grande 6 car "Pacemaker" Freight

**5772T1665** Set includes lighted F9 "A" diesel "Denver and Rio Grande," F9 "B" diesel (non-powered), 1 operating hopper car, 1 chemical tank car, 1 gondola car w/culvert pipe load, 1 stock car, 1 skid flat car w/pipe load, 1 eight wheel caboose, 11 sections 18" radius curved track, 1 section 18" curved terminal track, 1 straight 9" track, 1 straight rerailer track sector making 45" by 36" oval, 1 Tyco NMRA portable automatic uncoupling ramp.
**Mfr's. Sugg. Retail $24.98**



**Circuit Breaker Power-Pack**
**5114T477**—This 1 Amp., 25 watt unit has knob controlled rheostat speed control, new push button circuit breaker with fixed overload light reversing switch accessory outlet high polish copper finished cabinet.
**Mfr's Sugg. Retail $7.95**

"El Capitan" Passenger Train

**5773T2132** This "crack" passenger train includes a lighted F9 "A" diesel "Santa Fe" (passenger), F9 "B" diesel (non powered), 1 set gamble roof 2 streamline coaches 1 streamline observation all dual lighted, 11 sections 18" radius curved track 1 curved terminal 1 section 9" straight track, 1 straight re-railer track making 45"x36" oval, 1 Tyco NMRA portable automatic uncoupling ramp
**Mfr's. Sugg. Retail $31.98**

For HO track, switches, bumpers and crossings, see page 747—HO section.

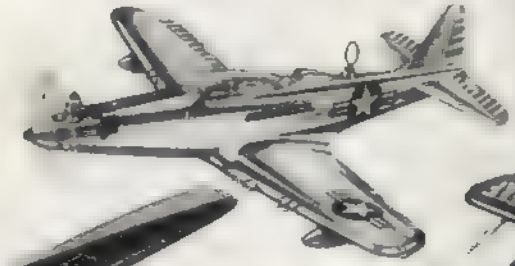
# AMF WEN-MAC *Ready-to-Fly* airplanes

- Marine Scout Bomber
- Wingspan 22"
- Fuselage Length 19"

**5866T599**—An all new replica of the U. S. Marine Scout Bomber. The bright yellow Scout drops a bomb while flying loops, dives and stunts. Automatic starter. Tail hook for carrier landings. 2 Seat cockpit. Detailed instrument panel, dive brakes and cushion tires. Rugged, durable. Flight controls included. The worlds easiest plane to start and fly. Ship wt. 4 lbs. **Sugg. Retail $9.98**

### Wen-Mac Trainer

**5555T599**—Basic Trainer "Cessna" 15 engineered for the beginner. Features 21½" wingspan, tricycle landing gear, super balloon tires, flip elevator positive control, rugged automatic starter equipped .049 engine, Hi-wing monoplane design for maximum lift. Two-bladed nylon prop. Exclusive "neoprene strap mounted wing" and "Duracrash plastic airframe." Daygo trim. Ship. wt. 4 lbs. **Mfr's. Sugg. Retail $9.98**



- P-63 Kingcobra
- Silver Metalized
- Hinged Cockpit Canopy

**5861T659**—The 1st Silver Metalized resin, to flying plane. Every real of retractable landing gear. New adjustable pilot control. Wing tanks. Kingcobra features a full power .049 automatic clutch starter engine. Removable engine cowl. Wingspan 22". Detailed cockpit and instrument panel. Tricycle gear, decals. Flies 35 mph. It's a Classic warplane every youngster in the world will want to fly. Ship. wt. 4 lbs. **Sugg. Retail $10.98**

### Rocket-Firing Airacobra

**5557T599**—Wen-Mac Airacobra is the first plane to fire rockets while flying and first with an electric, flashing navigation light atop fuselage. Complete cockpit detail including instrument panel, "joy" stick. Automatic starter on .049 engine, starts after one turn of the prop. Wingspan 2 feet. Fuselage 21" long. Ship. wt. 3 lbs. **Mfr's. Sugg. Retail $9.98**

## GILBERT AMERICAN FLYER

**WORLD'S Easiest-to-fly**
**MOST RUGGED MODEL AIRPLANE**

### American Flyer Sky Hawk

**5862T198**—Big new airplane that mounts a powerful, El Thunderhead engine delivering two to three times the power of most ready-to-fly planes in this price class. Outfit includes all parts with automatic co-pilot, double wire flaps, dacron treated dacron lines and line adaptors, control handle and instructions. Dimensions: wingspan 24", length 19½". Ship. wt. 5 lbs. **Mfr's. Sugg. Retail $19.98**

### Accessory Kit

**5863T258**—Starter accessory kit includes battery, fuel, filler cap with other parts, fuel line, safety snap and universal wrench. Ship wt. 3 lbs. **Mfr's. Sugg. Retail $3.98**

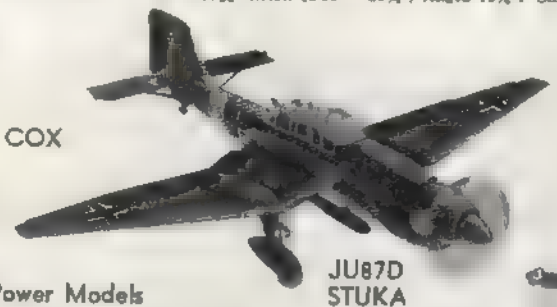
### American Flyer Sky Streak

**5864T898**—Flying thrills are assured by the Sky Streak with its big, new .074 Thunderhead engine which delivers almost twice the power of any ready-to-fly in this price range. Removable engine silencer, automatic co-pilot and other exclusive features. Included with airplane: starter assembly, dacron lines, coaxial handle adaptors and instructions. Dimensions: wingspan 23¾", length 18¼". Ship. wt. 5 lbs. **Mfr's. Sugg. Retail $14.98**

## Thimble Drome Power Models

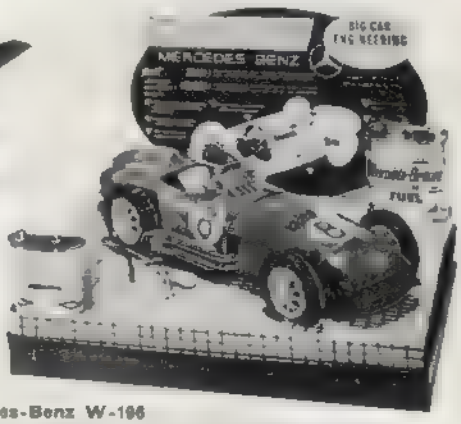
### P-40 War Hawk

**5848T599**—Model of the famous P-40 War Hawk. Super Bee Thimble-Drome engine. Makes loops, wingovers and other maneuvers. 20" wing span and 15" length. Hi-impact styrene body. Nylon and rod fittings. Dubro breakable spring starter. Can be flown in hot, brought in for a 3-point landing or let down easily at the edge of a seat at the will of the pilot. Ship wt. 2½ lbs. **Retail $10.00**




### JU87D STUKA

**5857T699**—A meticulously detailed reproduction of one of the world's most dramatic military aircraft. Easy starting .049 Cox Thimble Drome Engine. 23" fuselage and 23" fuselage. The 4 plastic bomb can be released while plane is in flight. Rear cockpit machine gun swivels. Free spinning props on landing gear. A visual fuel gauge permits regulating exact length of flights. Green color. Nylon prop. Ship. wt. 4 lbs. **Retail $10.00**




### Mercedes-Benz W-196

**5557T1411**—Mercedes-Benz is scaled from blueprints of actual car 12¾" long, has adjustable muffler, completely enclosed "under-the-hood" engine, forced air cooling. No trick starters to give trouble. A turn of the rear wheel spins the engine over several times. Automotive-type individual spring suspension on all wheels — hugs the ground better at high speeds. Realistic lift-up hood, authentically treaded tires. Comes complete with accessories and fuel. Ship. wt. 3 lbs. **Mfr's. Sugg. Retail $23.50**

### COX PROP-ROD

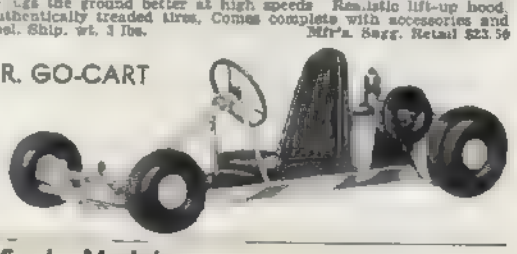
**5866T699**—New, modernistic prop-driven race car. Free running or tether controlled. Bright red, high-impact plastic body. Shiny aluminum wheel disks. Car is 12" long. Powered with the engine that powers the Champion Baby Bee .049 engine. Dubro Nylon prop. Ship wt. 2 lbs. **Retail $10.00**

### WEN-MAC

**35-40 MPH On Tethered Ovals**

**5558T659**—All new Jr. Go Cart by Wen-Mac is authentic in every detail including gas engine, steering wheel, frame and seat to the full-size cars. Automatic starter .049 engine powers the car at high speed on the straight-away. Features sensational new all-position Adjustable Drive with Torque Multiplier. Cars are 18" long, 10" wide and 5½" high. Ship. wt. 2 lbs. **Mfr's. Sugg. Retail $10.98**

### JR. GO-CART



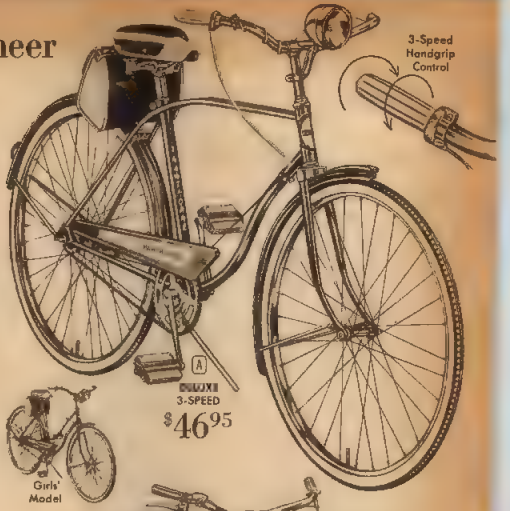
# For Extra Christmas Cheer

## Give A 3-Speed WARDS HAWTHORNE

### LIGHTWEIGHT BIKE WITH A 50-YEAR FRAME GUARANTEE

**Hawthorne Bikes (A)-(D) have a 50-Yr. Guaranteed Frame (see below). Bikes (A) and (B) have these additional features.**

- Made in England by Raleigh . . famous for fine motor bikes, bicycles. Full 26-in. size for riders 9 yrs. and up.
- Racy-Looking Design with sports-type reinforced frame 1 in. lower than ordinary frames for more eye-appeal.
- Built-In Tri-Coaster Brake in 3 speed hub on bike (A) . . . Dual Caliper Rim Brakes, hand operated on bike (B).
- Long-Wearing English Quality Dunlop high pressure (55-60 lbs.) tires, size 26x1⅜ in. with tough Butyl tubes
- Brightly Chromed Handlebars, Wheel Rims, Sprockets
- More Equipment includes rear reflector, kickstand, grooved White hand grips, full chain guard, comfortable English-type coil spring saddle and adj. handlebars.



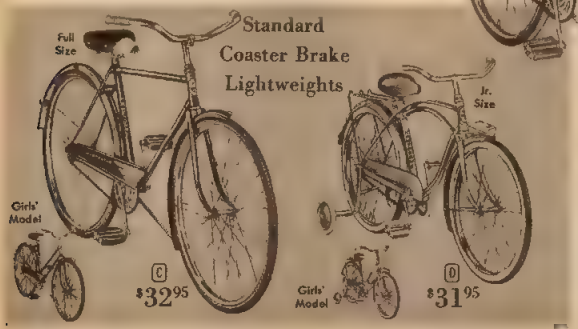

**(A) Dashing 26-In. Lightweight Designed for New 3-Speed Thrills.** A handsome bike with everything you need for more cycling fun and less pedalling effort. Just a flick of your wrist on the handgrip changes the gear ratio for 3-speed control you shift from low, to standard, to high speed without ever taking your hands from the handlebar. Makes hills easier to climb, lets you cruise longer distances with less effort and greater safety.

**Built-in Efficient Tri-coaster Brakes** stop you easily and safely with just a slight reverse pressure on the pedals just like a 1-speed bike. Powerful Bright Chromed Headlight and Horn operate on 2 flashlight batteries (order below). Boys' bike has flashy, durable baked-on Red finish; Girls' model has sparkling Blue finish. Matching 2-tone saddle and tourist bag for tools, lunches, etc. Shipped immediately from Stock, you pay ship. charges. *State: Freight, Truck or Express Shipment.* See Pgs. 367-369 for Terms with No Down Pay.

60 W 3056 R—**Boys' 26-In. Bike** Ship. wt. 41 lbs..... Cash **$46.95**
60 W 3057 R—**Girls' 26-In. Bike.** Ship. wt. 41 lbs. Cash **46.95**
60 W 13259—**"D" Size Flashlight Batteries.** Ship. wt. 9 oz.. 2 for **30c**

**50-Year Frame Guarantee For All Hawthorne Bikes On This Page.** The frames on Hawthorne Bikes (A) through (D) are guaranteed against defects in material and workmanship for 50 years from date of purchase. If frame fails during this period due to such cause, Montgomery Ward will ship you a new frame for your bike Prepaid.

**"Charge It" at Wards**




## 26-In. Lightweight Coaster

**(C) Handsome "Continental" Styling** with standard pedal coaster brake. Crafted in England by one of the world's largest bike manufacturers—it bears the proud and trusted HAWTHORNE label.

**Features 50-Yr. Guaranteed Frame** (see above), 26x1⅜-in. Dunlop tires, Butyl tubes, rubber encased safety reflector, 2 tone [illegible] saddle and kickstand. Extra highlights [illegible] fender, White patch on [illegible] Metallic Red; Girls' in [illegible] both have White trim. *State.* [illegible]

60 T 3030 [illegible] lbs... $32.95
60 T [illegible] lbs.... 32.95

## 20-In. Jr. Lightweight

**(D) Here is the King of the Jr. Bikes** for riders up to 8 yrs. An exciting Hawthorne beauty with its extra-strong, 50-year guaranteed frame (see above). Rolls easily on 20x1⅜ in. "big bike" type tires, tubes. Removable trainer wheels included. **Rims, Headlight, Rear Luggage Carrier** are bright Chrome plated. **Features.** safety coaster brake, full length chain guard. Also has rear reflector, White pedals, handgrips. Boys' in flashing Red, Girls' in sparkling Blue. Order "D" batteries for headlight under (A). *State Frt., Trk. or Exp. Ship.*

60 T 2910 R **Boys' 20-in Bike.** Wt. 30 lbs.. $31.95
60 T 2911 R **Girls' 20-in Bike.** Wt. 30 lbs. 31.95

## Budget Priced 3-Speed Bike

**Look! Even Wards Standard English Lightweight Sporter Has These Big Features!**

- 50-Year Guaranteed, Reinforced Frame
- 3-Speed Hub with hand-lever control on handlebar for shifting from Low to Normal to High just like a sports car
- Quick Stopping Dual Caliper Rim Brakes . . . hand operated levers next to grips
- Plus Long-Wearing Dunlop Tires, Butyl tubes, and accessories at top of page

**(B) Sporty English Lightweight Hawthorne** combines rugged construction, "Continental" styling, 3-speed thrills and lots of accessories listed above and at top of page. Here is a great buy at Wards budget price you won't want to miss. The reinforced frame, fenders and full chain guard are finished in rich, classic baked-on Black enamel with smart White trim. Black hand grips. Bikes are shipped immediately from Stock. *State Freight, Truck or Express Shipment.*

60 W 3020 R—**Boys' 26-in. Bike** Wt. 41 lbs. **$36.95**
60 W 3021 R—**Girls' 26-in. Bike.** Wt. 41 lbs. **36.95**

# Give a WARDS HAWTHORNE BIKE for their Happiest Christmas

## SELECT A "FORWARD FLAIR" BIKE WITH 1 OR 2 SPEEDS

### Deluxe "FORWARD FLAIR"

With 1-Speed Coaster Brake **$39.88** With Automatic 2-Speed Power Brake **$47.88**

**A B This Sparkling Fully Equipped "Forward Flair" Model** is loaded with features to put more fun in your cycling. The sleek, tapering tank has attached dual headlights with gleaming Chrome top and White bottom (order 2 batteries below). Sturdy cantilever tri-bar steel frame is guaranteed for 50 years against defects (see below) and has protective rust-resistant treatment.

**Soft-Riding 2-Tone Coil Spring Saddle** matches bike's color. Use the rugged all steel luggage carrier for books, lunches, etc. Rear reflector provides safer after-dark riding. White handgrips and White sidewall, long-wearing mid-weight 1.75-in. tires give additional rich accent to this smart bike.

**Dazzling Metallic Color Combinations** are sure to please. Boys' bikes are flashy Red; Girls' sparkling Blue, both with trim White stripes. The extensive bright Chrome-plating used on the handlebars, rims, hubs, fork crown and side parking kickstand add extra beauty. Select either the standard coaster brake model or the famous 2-speed Bendix automatic power coaster brake model (see advantages below). All bikes are shipped promptly from Stock.

**Bendix Automatic Shift 2-Speed Power Brake Model** is an optional choice for 26-in. size. Shift gears any time, any speed—all contained in rear wheel hub—no levers, no cables. Back pedal lightly and this versatile hub automatically shifts to high like the transmission in dad's car for cruising or low for fast pick-up, easy hill climbing. Back pedal firmly and brake applies 32% extra power for faster stops. Just say "Charge It." No Money Down. See Pages 367–368.

**Standard Coaster Brake Models.** *State Frt., Trk. or Express* Ship. wt. 55 lbs.
60 W 2960 R **Boys' 26-in. Bike $39.88**; 60 W 2958 R—**Boys' 24-in. Bike $39.88**
60 W 2961 R **Girls' 26-in. Bike 39.88**, 60 W 2959 R—**Girls' 24-in. Bike 39.88**

**2-Speed Bendix Hub Models.** *State Frt., Trk. or Express Shipment* Ship. wt. 58 lbs.
60 T 2998R **Boys' 26-in Bike $47.88**; 60 T 2999 R—**Girls' 26-in. Bike $47.88**
60 W 13259 X—"D" Cell Bike Light Batteries. Ship. wt. (2) 9 oz. . . . . 2 for 30c

### 50-YEAR HAWTHORNE FRAME GUARANTEE

**The Steel Frames on All Hawthorne Bikes On These 2 Pages** are guaranteed against defects in material and workmanship for 50 years from date of purchase. If frame fails during this period due to such causes, Montgomery Ward will ship you a new frame for your bike Prepaid.

### Budget-Priced WARDS HAWTHORNE Bike $27.88

**DURABLE 3-BAR STREAMLINED FRAME IS GUARANTEED FOR 50 YEARS (see above)**

**E F You Can Depend On This Popular Wheel** for years of cycling pleasure because its sturdy construction has the built-in Durability and Go you expect in famous Hawthornes. The 50-year guaranteed frame is rust-resistant treated so the dazzling baked-on colors look new longer. Boys' bikes are flamboyant Red; Girls' are sparkling Blue, both with White contrasting stripes.

**You'll Ride Comfortably On a White Coil Spring Saddle** and long-wearing mid-weight black-walled 1.75-in. tires and tubes. The bright Chromed handlebars are adjustable to your favorite position and have plastic handgrips. Bike also has full chain guard, Red rear reflector and convenient kickstand. Bright Chromed standard safety coaster brake gives quick, sure stops. You can add any "extras" (see below) you might want whenever you are ready. Bikes shipped promptly from Stock. *State Freight, Truck or Express Shipment.* Ship. wt. 48 lbs. See Wards Easy Payment Plan on Pages 367–369.

60 W 2936R—**Boys' 26-in. Bike $27.88**; 60 W 2934R—**Boys' 24-in. Bike $27.88**
60 W 2937R—**Girls' 26-in. Bike 27.88**, 60 W 2935R—**Girls' 24-in. Bike 27.88**

### Top-of-the-Line "FORWARD FLAIR"

With 1-Speed Coaster Brake **$57.95** With Automatic 2-Speed Power Brake **$65.95**

**C D Wards Finest "Top-of-the-Line" Bikes for 1964** have a delightful tapering design that invites instant admiration. These classy bikes are loaded with every feature in your dreams. Steel tapering tank has a built-in "Forward Flair" hood that houses a long-beam dual headlight and loud warning horn. Sturdy steel luggage carrier has a built-in "wrap-around" 2-cell battery operated dual taillight for after-dark cycling safety.

**Solely Engineered Tri-bar Cantilever Frame** is so sturdy that Wards guarantees it against defects for 50 years (see guarantee at left). It's rust-resistant treated too so the lustrous bike colors look new longer.

**Sparkling Metallic Color Combinations** are accented by locks of "cool" bright Chrome-plating on handlebars, rims, chain guard, fenders, fork, corner rods, pedals, tank trim, hubs and kickstand. Boys' bikes are rich Dark Charcoal color, Girls' a Charming Medium Green, both bikes have White trim.

**You'll Ride Comfortably on a Thick Foam-Padded Vinyl Saddle** with double-coil chromed springs and crash rail. Heavy-duty mid-weight Whitewall 1.75 in tires and tubes. Jumbo size White hand grips. White striped pedals have jeweled safety reflectors. Front and back lights take 4 "D" batteries (order separately at left). Select either the standard coaster brake or the famous 2-speed Bendix automatic power coaster brake (on 26-in. models) described at left that shifts like dad's car. All bikes shipped promptly from Stock. Just say "Charge It." See Pages 367 through 369.

**Standard Coaster Brake Models.** *State Frt., Trk. or Exp.* Ship. wt. 58 lbs.
60 W 3060 R—**Boys' 26-in. Bike $57.95**; 60 W 3058 R **Boys' 24 in. $57.95**
60 W 3061 R—**Girls' 26-in. Bike 57.95**; 60 W 3059 R—**Girls' 24 in. 57.95**

**2-Speed Bendix Hub Models.** *State Frt., Trk. or Exp.* Ship. wt. 60 lbs.
60 T 3062 R **-Boys' 26-in Bike . $65.95**; 60 T 3063 R—**Girls' 26-in. $65.95**

### WHAT SIZE BIKE SHOULD I BUY?

Boys' minimum leg reach shown below—girls' bikes are 1 in. shorter. All saddles are adjustable.

**26-In. Size Bike**—Pre-teens to adults. Minimum leg reach 28 in.
**24-In. Size Bike**—Ages 7–10. Minimum leg reach 26 inches
**20-In. Size Bike**—Ages 4–7. Minimum leg reach 22 inches

### Equipped Jet-Sweep Flyer $36.95

**RUGGED TANK MODEL HAS LIGHTS, CARRIER, AND A 50-YEAR GUARANTEED FRAME**

**G N The Graceful, Slim Sweeping Lines of this "Flyer"** make it a standout in beauty and dependability. The rust resistant treated tri-bar cantilever frame is guaranteed for 50 years (see guarantee at left). This special coating keeps the rich enameled baked-on finish looking new longer. Boys' bikes are a cheery Red; Girls' a soft Blue, both with contrasting White stripes. White tank and White chain guard add an extra pleasing touch.

**Bright Chrome-plating** gives added beauty to the twin beam headlight (order 2 batteries at left), wheel rims, adjustable handlebars and kickstand. You'll like the flat steel luggage carrier and dependable safety coaster brake.

**2-Tone Matching Colored Saddle** has foam padding and coil springs to give you a soft ride. Durable mid-weight 1.75 in. Whitewall tires. Safety rear reflector for nighttime riding. *State Frt., Trk. or Exp. Shipment.* Ship. wt. 46 lbs.
60 T 2984 R—**Boys' 26-in. Bike . $36.95**; 60 T 2982 R—**Boys' 24-in. .$36.95**
60 T 2985 R—**Girls' 26-in. Bike 36.95**; 60 T 2983 R—**Girls' 24-in.. 36.95**

## Make Cycling "Safer" With Bike Accessories

**J 2-Light Generator Set.** Includes popular square faced headlight, taillight and generator. Generator provides steady, dependable light at all speeds with no batteries to wear out—lights your way for safer nighttime riding. Power is generated from turning bike wheel as you ride. Handsome bright Chrome-plated set is rust and corrosion resistant. Long attachment bracket, wire and bulbs incl. Imported. An ideal Surprise Christmas gift.
60 W 3691 -Ship. wt. 2 lbs. 8 oz. . . . . Set **$4.49**

**K Gleaming Headlight-Horn Set.** Tested and approved by our laboratory. Makes a fine Christmas gift. Headlight casts a strong beam for safer nighttime riding. Case has bright Chrome plating to give it an enduring finish. Wired so you have a handlebar control button for the horn. Long bracket for proper attachment. Imported. Please order 2 "D" batteries under copy (A).
60 W 3690 Ship. wt. 2 lbs. 8 oz. . . . . Set **$2.33**

**L Hawthorne Speedometer.** Get more cycling pleasure from your bike . . . know how fast and how far you travel. Registers speeds to 50 MPH and distance to 10,000 miles. Neat, trim Gray plastic case has moisture, dust and tamperproof lens. Shaft is rustproof. Fits 24 and 26-in. bikes. Easy to mount.
60 W 3651—Ship. wt. 1 lb. 9 oz. . . . . Each **$4.85**

**M Bike Saddle Baskets.** Sturdily made of heavy gauge welded wire for long service. Holds books, groceries, etc. Keeps hands free for steering.
60 W 3448 L -Ship. wt. 4 lbs. . . . . Pair **$2.94**

**Use Wards Easy Payment Plan Now And Pay No Money Down**

Select a Hawthorne Bike and the accessories of your choice for all your Christmas needs now. Use Wards Easy Payment Plan, See Pg. 367–369.

# Our Best To You DUAL LIGHT FORWARD FLAIRS

WARDS HAWTHORNE

A

$39.88
With Regular Coaster Brake



B Girls' Model

C

$57.95
With Regular Coaster Brake

D Girls' Model

Built-in Tail Light

## Popular Budget Bikes

$27.88
With Guaranteed Frame

F Girls' Model

## Jet Sweep with Many Extras

$36.95
Tank Model

G

H Girls'

# *Build the hottest hot rod on any "Drag strip"*

Gear shift stick disengages clutch . . gear-operated steering mechanism . . soft, upholstered plastic seats . . rubber-like tires, snap-on whitewalls

3-in-1 Kit includes all components so you can build any 1 of the 3 cars shown above or create a car of your own

**$9.88**

A giant sized "show and go" hot rod with every detail faithfully reproduced for added realism. Three times larger than the average scale model. About 400 parts. Assorted from one of the most popular hot rod types—features a 1914 Model "T" Ford bucket body plus components from many different makes of cars dating to represent.

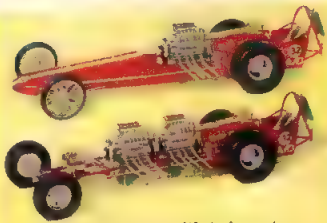
Plastic body is red, order Spray Pla enamel below for blue or yellow. Cement and batteries not included, order two "D" batteries and cement separately below.

79 N 2052C—3-in-1 Kit. Shipping weight 6 pounds ..... $9.88

**Testor's Spray Pla® Enamel.** Sprays smooth finish on plastic, metal, wood, glass. 3.1 oz.
49 N 6463—Light blue 49 N 6464—Yellow
Shipping weight 7 ounces ..... Each 63c

**CRAFTSMAN Model Cement** for assembling plastics. ½ ounce tube.
49 N 8050 Shpg. wt. 3 oz. ..... 16c

**"D" Battery** Shpg. wt. each 4 oz.
79 N 4660 Each 16c 4 for 60c



**2-foot Dragster with twin motors**
**THE EXTERMINATOR**
**Motorized 2-in-1 Kit**

Those who know their hot rods will recognize Exterminator as one of the kings of drag racing. Has operating steering, quick change rear end and clutch mechanism. Assembles as a 2 engine stripped "bomb" or a 1 engine job with sleek hood. About 200 plastic parts. Order 2 "D" batteries, cement at left.

79 N 2057C—Shipping weight 5 pounds ..... $7.99

You take complete control. Remote steering wheel guides car through turns, skids and spins. Throttle control responds instantly to speed up or slow down car. And you can even shift it into reverse

# AMT Turnpike

With 20 ft. of track **$44.99**

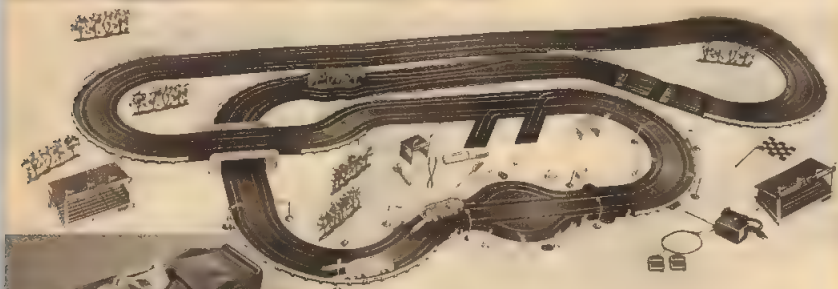
Grip that wheel. You dart for the first turn. Ease off the throttle a little. Now turn the wheel. That's it. Let car drift around, correcting with the steering wheel to avoid a spin. Another turn and gun it. Beat him to the crossover. Cut your wheels. You've cut him off. He follows into the third turn. He spins. You hold and you're pulling away. He throws it in reverse, straightens out with his steering wheel and charges after you.

Thunderbird races a Chevy. Each has dual speed rear axle (drive belt can be changed for high or low gearing). Cars are realistically detailed in plastic and metal with rubber tires. They're engineered so they can't leave the track. About 8 inches long. . . authentic 1/25th scale size.

Two hand-held rheostat steering-and-speed controls. Powered by *UL approved* power pack (110-120-volt, 60-cycle AC). Enough two-lane track for layout about 4x8 feet long. Six curved and 4 straight sections include two crossovers.

79 N 9577L Shipping weight 22 pounds. $44.99

**NO MONEY DOWN** On Sears Easy Terms



Realistic Ferraris have headlights that really work

## Giant 34-foot Grand Prix Road Race by MARX

Our biggest model racing set ever . . . a rugged course lined with realistic pits, crews and grandstands **$39.99**

You sweep onto the course from a Le Mans-style standing start. Danger lies ahead. Narrow-lane bridge brings side-swipe fear with every lap. Treacherous humps can throw a car into a devastating roll. Zig-zag obstacle. Hairpin turns. Spins and skids lie in wait.

And you drive right through the night. Two sleek Ferraris chase victory with their headlights blazing. Crafted of plastic and metal with rubber tires. About 6 inches long.

Two rheostat speed controls. Powered by *UL approved* power pack (110-120-volt, 60-cycle AC).

Plenty of two-lane track for a wide range of layouts. Twenty-two curved and twenty-five straight sections include narrow chicane, 2 hump sections, track, zig-zag section, pit turnouts, Le Mans angled starting set and automatic lap counters that record up to 10 laps.

Two grandstands decked with flags, 2 repair pits with 33 miniature tools, 12 figures in action poses, 14 trees, 12 dummy lamp posts plus guard fence, trestle posts and bridge. All realistic plastic. Checkered flag, 4 extra tires, 4 extra pickup shoes.

79 N 9574C Shipping weight 18 pounds. $39.99

# Standard Scale Road Race Accessories

**Car Kits for standard Strombecker Racing Sets** in this catalog. 1/32 scale. Body of tough nail led plastic. Frame of plast c and metal with real ste rubber tires. Fast, long running motor. Cars are easy to assemble. About 5 to 5½ inches Long. Shipping weight each 8 ounces.

1 Ferrari Berlinetta
49 N 9641 $2.94

2 Jaguar XKE.
49 N 9644 $2.94

3 Indianapolis style Racer
49 N 9645 $2 94

4 Corvette.
49 N 9647 $2 94

5 Cooper Formula ..
49 N 9646 $2.94

**Cars for Eldon Racing Sets** in this catalog. 1/32 scale. Plastic and metal rubber tires. Strong motor. Fully assembled.

Models for Selectronic Set 79N9638C 5 in

6 Stock Chevy
49 N 9689 Shpg wt 8 oz $2 97

7 Stock Thunderbird
49 N 9690 Shpg wt 8 oz $2 97

8 Models for Over and Under Set 49N9513. About 4 in. long. Shipping weight 8 oz.

| White Racer | Red Racer |
|---|---|
| 49 N 9695 $1.88 | 49 N 9696 $1 88 |

**Cars for standard Marx Racing Sets** in this catalog. 1/32 scale. Rugged body of molded plastic rides on plastic and metal frame. Rubber tires. Powered with strong fast motor. Cars are sent to you fully assembled and ready to race. Shipping weight each 8 ounces.

Models without headlights. About 5 in long

9 Mantis.
49 N 9555 $3 44

10 Jaguar
49 N 9554 $3.44

Models with operating headlights. About 6 in.

11 Mercedes Benz
49 N 9556 $4.97

12 Jaguar XKE
49 N 9557 $4.97

**Accessories for standard Strombecker Sets**

13 Straight Track. 2½ in Pkg of 7
49 N 9596—Shpg wt 14 oz Pkg $2 27

14 Curved Track. 11-in sections. Pkg of 2
49 N 9597 Shpg wt 14 oz Pkg $2.77

15 Two Lane Changer Tracks. 12½ in. long.
49 N 9659 Shpg wt 11 oz Pkg $2 97

16 Lap Counter. Automatically records up to 99 laps for each car. Building track incl
49 N 9635—Shipping weight 1 lb $5 44

**Accessories for standard Eldon Racing Sets**

13 Straight Track. 5¾ in long section.
49 N 9508 Shpg wt 4 oz Each 39c

14 Curved Track. 7 in long. No fence
49 N 9509 Shpg wt 6 oz Each 59c

17 Six Trestle Posts. For crossover. Plastic.
49 N 9662—Shipping wt. 4 oz. Set 77c

18 Lap Counter. Records up to 50 laps. Keeps count no matter which lane car is in.
49 N 9637 Shipping weight 1 lb $2.44

**Accessories for standard Marx Racing Sets**

13 Straight Track. 7½ in long. Shpg wt. 6 oz.
49 N 9593 Each 59c

14 Curved Track. 11 in. No fence. Wt. 6 oz.
49 N 9595 . . Each 59c

15 Two Lane Changers. 9 in long. Wt 10 oz
49 N 9660 Pkg $1 97

17 Six Trestle Posts. Plastic. Shpg wt 5 oz.
49 N 9664 . . .94c

19 Hump Track. 7½ in. long. Shpg wt 8 oz.
49 N 9661 . . .94c

20 Repair Pit Turnouts. 4 pcs. Shpg wt 1 lb
49 N 9629. Pkg. $3.44

21 Le Mans Start Track. 4 pcs. Shpg wt . lb.
49 N 9663 Pkg. $3 64

# HO Scale Accessories

## For Marx and Lionel HO Sets

22 Marx 6-in. Straight Track. Wt. 3 oz.
49 N 9665—Each 49c

24 Marx Lane Changer. Two. Wt. 6 oz.
49N9667 Pkg. $2.44

Lionel Straight Track. 9 in long. Wt. 3 oz
49 N 9669—Each 38c

Lionel Lane Changer. Pkg. of 2. Wt. 6 oz.
49N9677 Pkg. $1.57

23 Marx Curved Track. 9 in long. Wt 4 oz.
49 N 9666—Each 67c

25 Marx Trestle Posts. Set of 8. Wt 6 oz.
49 N 9668 Set 88c

Lionel Curved Track. 12 in. long. Wt. 3 oz.
49 N 9676—Each 48c

Lionel Trestle Posts, Set of 6. Wt. 2 oz.
49 N 9678 Set 94c

## Track and Cars for Aurora HO Road Racing Sets

26 Curved Track. 9 inches long
49N9681 Wt 3 oz Each 47c

27 Trestle Posts. Plastic Set of 6.
49 N 9680 Wt 2 oz Set 77c

28 Straight Track. 9 inches long
49N9679-Wt 3 oz Each 37c

29 Lane Changer. Package of 2
49N9682-Wt 6oz Pkg $1 66

Powered by the Stirling Moss Thunder Jet 500 motor, these beauties race up to 600 scale miles per hour. They're plastic and metal with rubber tires. Each about 2½ inches long

30 Corvette Sting Ray.
49N9683-Wt 2oz $2 27

31 Jaguar XKE Hardtop
49N9684-Wt 2oz $2 27

32 Indianapolis Racer.
49N9685-Wt 2oz $2 27

33 Thunderbird Convertible.
49N9686-Wt 2oz $2 27

*Cars that race at scale speeds up to 200 MPH*
*. . that spin, skid, and fishtail like real*

# ALLSTATE Slot-racing made by Strombecker

## Hour-glass 6-in-1 Road Racer Set

**$29.97** cash NO MONEY DOWN

- Ferrari Testa Rosa and "D" Jaguar with headlights that work for night driving
- Hump and obstacle tracks test your skill
- Lane changer track adds more excitement
- 19 feet of track in all . . so you can duplicate any of 6 famous speedway layouts

Squeeze trigger on remote controls and your car streaks away. You set the speed—speedometer is on the control. It still takes lots of skill to hold the lead. Great fun to watch . more fun to run

Two motorized racers are 1/32 scale, about 5½ in. long 2 rheostat pistol-grip controls. Track includes 12 curved 4 straight 1 obstacle 1 hump and 2 lane-changer sections. All plastic with metal conductors. 12 wooden trestles, 12 fence sections, 6 figures. Also decals body putty, lubricant, 2 extra stock car shells, customizing kit poles banners car numerals), Road Race booklet. Twin-circuit powerpack has circuit breaker UL approved, 110-120 v, 60-c AC

49 N 9628 Shipping weight 9 pounds 8 ounces Set $29 97

## Sebring Road Race with torque-control and lap counter

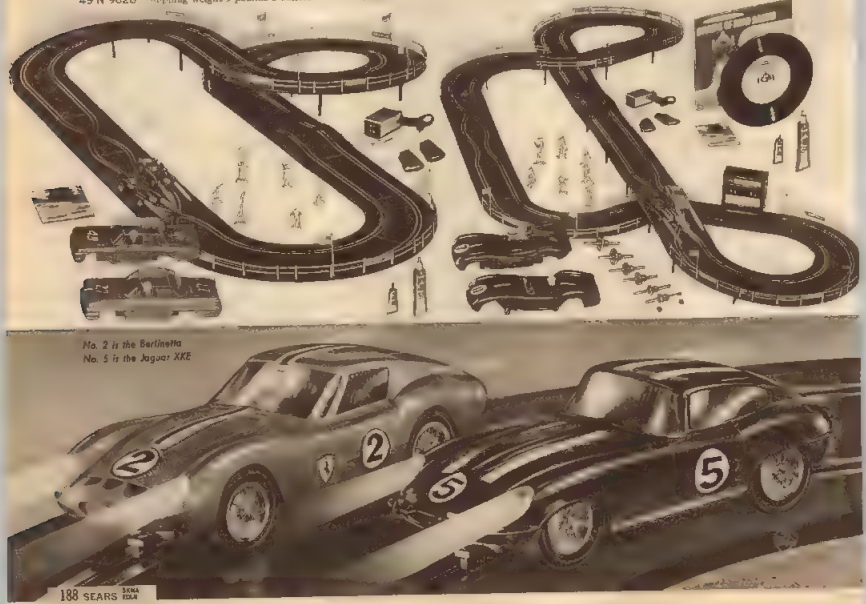
**$39.97** cash NO MONEY DOWN

- Hot Jaguar XKE and famous Berlinetta with headlights that light up to give you the thrills of night driving
- Lap counter stand keeps track of each car's laps
- 33⅓ rpm record "Sound of Road Racing" puts you in the picture, you hear the real excitement of the race
- 25 feet of track recreates famous Sebring Raceway

Line up both cars, squeeze the pistol-grip rheostats they're off and into the first turn Torque control (acceleration) and over-all top speed varies by changing gears. Drive cars through the day . at night headlights light the way. Go over and under 2 bridges as laps click off Grit your teeth and hit a lane-changer track

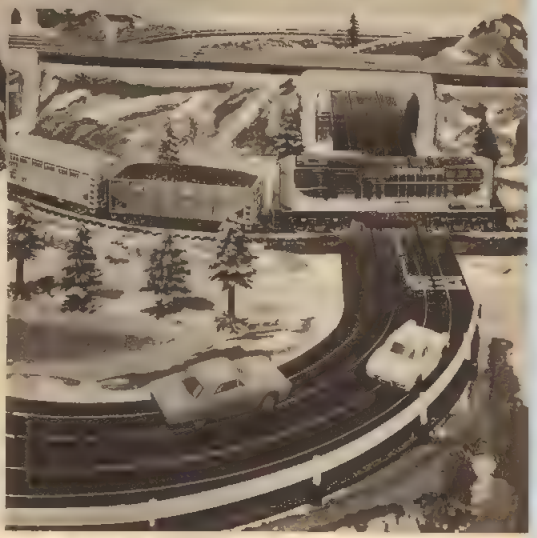
Two motorized cars, 1/32 scale, about 6 inches long . . 2 rheostat control units. Track includes 14 curved, 6 straight, 2 obstacle, 1 hump and 2 lane-changer sections— all plastic with metal conductors. 12 wooden trestles, 14 fence pieces, 6 tracks-side figures. Also decals, body putty, lubricant, 2 extra steel gears, 2 car shells (Ferrari Testa Rosa and "D" Jaguar), customizing kit, Road Race booklet Twin circuit powerpack UL approved for 110-120-volt, 60-cycle AC

49 N 9631 Shipping weight 12 pounds . . . . . Set $39 97



# Train and Speedway thrills galore

*Separate controls for split-second timing*



5-unit HO Diesel plus two 2½-inch jet-speed racers zoom around hairpin curves . . 112-inch track, 130-inch speedway track

By MARX

Complete with powerpack **$39.97** cash **NO MONEY DOWN**

Scenic plastic base 46x48x4⅝ inches with 16 movable trees and 6 movable fence sections provides the background for this exciting train and turnpike set.

28-inch train of plastic and metal. Diesel switcher locomotive, tank car, hopper car, cement car and caboose. Runs fast or slow, stops or starts—all by remote control. 112-inch track has 13 sections plus grade crossing.

1963 plastic Thunderbird and Corvette Sting Ray automobiles each 2¼ inches long. Powered by electric motors, each has its own speed control to send it racing along the 130-inch, 13-section turnpike track.

UL listed powerpack with circuit breaker reduces 110-120-volt, 60-cycle AC to 18-volt AC DC. Set assembles easily. Shipped freight (rail or truck) or express.

79 N 9602N2—Shipping wt. 19 lbs. Set $39.97

17 pieces of asphalt-black track form 2x4-foot figure 8

By ELDON

**$9.97** with powerpack

9 ft. of track . . 15 pieces with 2 lane changers

By MARX

**$14.99** with powerpack

## Over-and-under track with sharp curves challenge two 1/32-scale 5-inch racers

Test your racing skill in keeping the cars from skidding off those tight curves as they speed around the grooved track. 5-inch plastic cars are modeled after famous Indianapolis racers and each has its own pre-wired push-lever throttle . . lets you control amount of speed. Stop, start, slow down or speed up, just like you were driving. 17 pieces of pre-wired track fit together in minutes without the use of glue or tools. 6 cross-over supports hold track steady. 8 sections of polyethylene fence decal set and instructions for assembling included. 6-volt powerpack UL approved for safety. (Input 110-120-volt, 60-cycle AC output 3-volt DC 1.5 am

49 N 9513—Shipping weight 5 pounds 8 ounces .Set $9.97

## Two 1/32-scale 5-inch racers speed around over-under track with dangerous crossovers

You'll thrill to the excitement of a near miss when the Mercedes and Jaguar meet at the tricky lane changers. 3 pieces of narrow (chicane) track at the bridge test your skill in maneuvering through obstacles. 5-inch plastic cars are held in the metal track grooves by plastic guide pins. Each car has its own push button control powered by the UL listed powerpack (input 110-120-volt, 60-cycle AC, output 3-volt DC 2 amp.) Instructions, 6 extra pickup shoes, 2 high trestles, 2 low trestles, bridge sides and 12 fence sections include

49 N 9630 Shipping weight 7 pounds 8 ounces Set $14.99

Barbie, her friends, and costumes by

## what a busy life for Barbie!

A Barbie 1.92

B Midge 1.92

C Ken 2.28

D 5.77

E 4.97

F 2.67

G 2.67

H 3.27

I 3.77



See other exciting Barbie accessories on pages 4 and 144 of this catalog

# Tammy®

## and her family



TAMMY AND HER DARLING OUTFITS



28 2.87



PEPPER'S ADORABLE OUTFITS



DAD AND TED'S OUTFITS

# Dear Santa Claus:

## I'd love a dress-up doll!

A to C **BARBIE, MIDGE AND KEN** are like real people. Made of molded, flesh-toned vinyl plastic, with movable arms, legs, heads. Barbie and Midge have rooted Saran hair (sorry, no color or style choice) for you to brush and comb. Both dolls come in knit-jersey swimsuits and sandals. Ken has molded, painted hair; comes in swimtrunks, beach jacket, sandals. Order other outfits below. All Barbie clothes fit Midge, too.

[A] X 921-0014 A—Barbie Doll. About 11½ in. tall. Shpg. wt. 10 oz. 1.92

[B] X 921-0006 A—Midge Doll. About 11½ in. tall. Shpg. wt. 10 oz. .1.92

[C] X 921-0022 A—Ken Doll. About 12 in. tall. Shpg. wt. 11 oz. .2.28

### 1 to 7 STUNNING CLOTHES AND ACCESSORIES FOR BARBIE AND MIDGE

[1] **Knitting Pretty.** Matching sweater set, flannel skirt, shoes, knitting needles and yarn with book, scissors in bowl.
X 921-1608 A—Shpg. wt. 7 oz. ...2.44

[2] **Barbie Baby-Sits.** Baby doll with moving legs and head. Extra diaper, bassinet, blanket, pillow, maraca, bottle. For Barbie apron, clock, eye-glasses, phone and phone book, bottle of pop, pretzels, school books.
X 921-1616 A—Shpg. wt. 6 oz. .2.27

[3] **After-Five.** Black/white organdy evening dress with matching hat, plastic shoes.
X 921-1632 A—Shpg. wt. 5 oz.....1.57

[4] **Airline Stewardess.** Blue jacket, skirt, white nylon blouse, cap, shoes, flight bag.
X 921-2911 A—Shpg. wt. 6 oz.. 2.44

[5] **Ice Breaker.** Leotard, fluffy white bolero jacket, rayon velveteen skirt, nylon tights; white shoe-skates.
X 921-1657 A—Shpg. wt. 7 oz....2.47

[6] **Ski Queen.** Blue/red hooded parka with zipper, jersey ski pants, mittens, boots, skis and poles, sunglasses.
X 921-1590 A—Shpg. wt. 7 oz... 2.57

[7] **Graduation.** Traditional cap and gown with crisp white collar, tasseled mortar board; outfit even includes a ribboned diploma for the graduate's big day. A perfect match to Ken's graduation costume.
X 921-1640 A—Shpg. wt. 6 oz.....1.47

### 8 to 12 OUTFITS FOR KEN

[8] **Graduation.** Traditional black tasseled-cap, gown. With diploma.
X 921-1665 A—Shpg. wt. 6 oz. ... 1.47

[9] **Saturday Date.** Natural shoulder suit, shirt, striped tie, shoes and socks.
X 921-1624 A—Shpg. wt. 7 oz.....3.44

[10] **Campus Hero.** Pullover knit cheerleader sweater, duck pants, shoes, socks. With banner and varsity "letter."
X 921-1673 A—Shpg. wt. 6 oz.....2.47

[11] **Fun on Ice.** Argyle sweater, corduroy trousers, knitted stocking cap, muffler, mittens, and racing shoe skates.
X 921-1699 A—Shpg. wt. 7 oz.....2.44

[12] **Ski Champ.** Quilted jacket, ski pants, cap, mittens, skis, poles, boots, sunglasses.
X 921-1681 A—Shpg. wt. 8 oz... . 2.67

### D to K FURNITURE AND ACCESSORIES ESPECIALLY FOR THE TEEN DOLLS

[D] **Dream House.** Comes in a corrugated suitcase that unfolds into 3 walls and floor of house. Easy-to-assemble furniture, rugs, accessories. Sturdy chipboard. Folds compactly. 33 x 26 x 14½ in. high.
X 921-0188 A—Shpg. wt. 6 lbs.. 5.77

[E] **Hot Rod.** Car will seat Barbie, Ken, Midge and other teen-age dolls. Plastic body with steel axles. Authentic details.
X 921-1772 A—Wt. 3 lbs. 10 oz... 4.97

[G] **Vanity.** Made of styrene. Mirror, telephone, Ken's picture in frame, tissue-box holder, bench, plush rug. 8 in. high.
X 921-0238 A—Shpg. wt. 1 lb.... 2.67

[H] **Bed.** Made of styrene. Comes with pillow, plastic mattress, and storage chest. Bed measures 12 in. high.
X 921-0245 A—Wt. 1 lb. 12 oz 2.67

[J] **Wardrobe.** Made of styrene. Mirror attached to door, shoe rack, hatrack, basket, shelf, rod with hangers, drawers. 14 in. high.
X 921-0220 A—Wt. 2 lbs. 2 oz.....3.27

[K] **Barbie and Midge Case.** Room for Barbie and Midge with their clothes and accessories. Vinyl plastic-clad case, plastic handle. Partitioned interior; built-in accessory compartments, pouch pockets.
X 921-0204 A—Wt. 4 lbs. 8 oz. . 3.77

L **LIBBY LITTLECHAP.** Pert 10-year old has lots of charm. She stands 10½ inches tall, has jointed arms and legs—her head turns, too. Libby's rooted Saran hair, styled in a cute pony tail, can be washed, combed. She looks fresh-from-the-bath, in a striped terry cloth sarong, just waiting to be dressed in her darling clothes. Made of flesh-toned styrene with plastic stand. Order a complete selection of Libby's clothes and accessories below.
X 921-1806 A—Doll. Shipping weight 8 oz. ..... Only 2.67

### 13 to 18 CLOTHES AND ACCESSORIES DESIGNED FOR LIBBY LITTLECHAP

[13] **Lingerie.** Lace-trim tricot panties, cotton slip with pleated nylon flounce. Short socks; pink stuffed puppy.
X 921-1855 A—Wt. 4 oz..... 1.27

[14] **Pajamas.** French smock, print-lining; matching pants. With mules, diary, toy.
X 921-1822 A—Wt. 3 oz. .... . .1.57

[15] **Levis.** Fly-front denim jeans, sweat shirt, sneakers, comic book, yo-yo.
X 921-1848 A—Wt. 4 oz.. .....1.67

[16] **Dress.** Rayon velveteen with rayon taffeta lining, sash; petticoat. Shoes, gloves, socks, hairbow, locket.
X 921-1863 A—Shpg. wt. 4 oz....1.87

[17] **Reefer Coat.** Bright red/blue plaid; back belt. Comes with red boots, knit hat, mittens and mock-leather school bag.
X 921-1830 A—Wt. 4 oz..... 2.37

[18] **Blazer Outfit.** Sporty-looking blazer with crest, pleated skirt, blouse, pumps, socks, school books with mock-leather strap.
X 921-1814 A—Shpg. wt. 4 oz.....2.77

FAMILY ROOM. 15 pieces of easy-to-assemble furniture and accessories. Convertible sofa opens into two beds. Hanger-filled closet. Entire room folds into portable carrying case with handle.
X 921-1798—Shpg. wt. 4 lbs. 8 oz. 2.87

## *Barbie Doll Mix 'N' Match Set Includes Doll and Wardrobe*

M **THIS COMPLETE SET INCLUDES** "Barbie" plus a go-everywhere wardrobe. Garments are made of quality fabrics, beautifully detailed, with sealed-down zippers and tailored linings. 11½-in. doll of flesh-toned vinyl plastic has movable arms, legs and head. Rooted hair can be brushed and combed. Barbie wears knit jersey swim suit, earrings and sandals; stands on pedestal. Wardrobe includes: coat, hat, jacket, skirt, cardigan, pull-over, playsuit, jeans, blouse, leotards, shorts, gloves, shoes, necklace and valise. Dress Barbie in fashionable combinations.
X 921-2937 A—Shipping weight for complete set 2 lbs. .7.88

**Dolls are not included with outfits (1) to (18)**

**SAVE THIS CATALOG—toys will be available till Sept. 21, 1964**

# Lifelike Dolls that little girls adore

Set
4.99

[B] Set 6.97

Little Red Riding Hood and wolf

[C] 4.44 Set

Mary and her little lamb

[D] 4.44 Set

**[A] PONYTAIL TODDLER WITH WARDROBE.** Blond, blue-eyed little playmate with many colorful outfits—even a rain cape and boots. 13-in. vinyl plastic doll in pretty checked pinafore, panties, socks, and shoes. With fully jointed arms and legs, "sleeping" eyes, soft, rooted Saran ponytail hairdo. Wardrobe consists of slack set, sundress, stole, pajamas, skirt, flannel sweater, purse, rain cape with boots, comb, brush, mirror, scissors, two curlers

X 921-1582 A—Shpg. wt. 1 lb. 8 oz. . . . . 4.99

**[B] DRINK-WET BABY WITH LAYETTE AND CASE.** She drinks and wets just like a real baby—comes with layette in handy carrying case. 16-in. baby is made of polyethylene and vinyl plastic with rooted Saran hair, moving eyes, arms and legs. Dressed in tights and white dress. Layette includes diaper and kimono set, sunsuit, sleeper, two dresses and bonnets, undershirt and panties, shoes and socks, sponge, clothespins, bottle and bottle brush. In paperboard case with 6 plastic hangers, carry handle

X 921-1558 A—Shpg. wt. 2 lbs. 1 oz. . . . . 6.97

**[C] MARY AND LITTLE LAMB.** Charming "Mary" has moving eyes, vinyl plastic head and arms, polyethylene body, legs. Braided blond rooted Saran hair. Rick rack trim pinafore, white blouse, socks, black shoes. 16 in. high. Rayon plush lamb included

X 921-1525 A—Shpg. wt. 2 lbs. 8 oz. . . . . 4.44

**[D] LITTLE RED RIDING HOOD AND WOLF.** This darling fairy-tale doll wears a bright red cape and hood, print dress, apron, shoes and socks. She has moving eyes, vinyl plastic head and arms, polyethylene body, legs, carries plastic basket. Washable blond rooted Saran hair, 16 in. high. Fuzzy rayon plush wolf included

X 921-1533 A—Shpg. wt. 2 lbs. 8 oz. . . . . 4.44

**[E] TINY CHATTY BABY GIFT SET.** A cherished gift for any little girl. Includes cuddly 15-in. Tiny Chatty Baby with soft rooted blond Saran hair. Says 11 different phrases—"Hi mama," etc. Her eyes open and close; vinyl plastic arms, legs, and head are movable. Wears pink party dress of nylon organdy over gingham, panties, slipper-socks. Two extra costumes—"Bye-Bye" outfit: blue cotton piqué coat and hat, "Fun-Time" outfit: romper, hat, and shoes

X 921-1483 A—Shpg. wt. 4 lbs. . . . . Set 9.99

X 921-1871 A—Doll only, in blue romper. Wt. 2 lbs. 5 oz. . . . 6.33

**[G] CHATTY BABY 3-PC. NURSERY SET.** Adorable play set of sturdy corrugated board. Crib, chair, and two-door wardrobe with removable drawer, plastic knobs, hangers, and hanger rod. Dainty pink and blue design with Chatty Baby silhouette. Wooden legs. Easy to assemble. Wardrobe, 13½ x 6 x 17¼ in. high; crib, 22 x 10 x 13¼ in. high; chair, 9 x 6½ x 10½ in. high. (Doll not included.)

X 921-1467 A—Shpg. wt. 6 lbs. . . . . 4.77

**[H] OFFICIAL TINY CHATTY BABY CRIB.** Made of white styrene with polypropylene net drop sides with Tiny Chatty Baby motif. Playful "Twirly Bird" spins in cage at head of crib. Cotton mattress. 31½ x [illegible] x 16½ in. high. (Doll not included.)

X 921-1517 A—Shpg. wt. 3 lbs. 8 oz. . . . . 4.99

**[J] CHATTY CATHY GIFT SET.** It's talkative Chatty Cathy, dressed in red rayon velvet dress and shoes. Blue-eyed Cathy stands 20 in. tall—says 18 different phrases. Her twin, rooted Saran ponytails can be [illegible] plaid. Movable vinyl plastic head, arms, and legs. Complete set includes red rayon velvet party coat and hat—also another outfit: smart capri pants, blouse, hat, sandals.

X 921-1475 A—Shpg. wt. 4 lbs. . . . . Set 13.44

X 921-1491 A—Doll only. (Blond.) Wt. 2 lbs. . . . . 9.88

X 921-1509 A—Doll only. (Brunette.) Wt. 2 lbs. . . . . 9.88

**[K] CHARMIN' CHATTY TRAVELS 'ROUND THE WORLD.** A Traveling Charmin' Chatty says 216 different phrases in English and six foreign languages: French, German, Spanish, Italian, Russian, Japanese—has a British accent, too. 24-in. Charmin' Chatty comes in one-piece navy blue skirt, white middy blouse with red sailor collar, panties, red socks, saddle shoes and eyeglass frames. With movable vinyl plastic head, arms, and legs—blond rooted Saran hair. With complete travel wardrobe of coat, hat, gloves, shoes, socks, passport, and shoulder bag—plus Stewardess cap, with wings, and flight bag for child. 9 records, language folder; Charmin' Chatty book included. To order doll only, see back cover of this catalog. No down payment with Credit Command—see page 79.

X 921-2606 A—Shpg. wt. 5 lbs. . . . . Set 19.99

**[L] CHARMIN' CHATTY ANIMAL GAME.** Charmin' Chatty competes with one or more players. Incl. reversible game boards for two games, animal cards, Chatty record, instructions

X 921-2598 A—Shpg. wt. 8 oz. . . . . 1.66

**[M] CHARMIN' CHATTY "LET'S PLAY NURSE."** Charmin' Chatty's the talkative patient. Includes record, hospital gown for Charmin' Chatty—nurse's cap, armband, and stethoscope for child

X 921-2622 A—Shpg. wt. 12 oz. . . . . 2.44

**[N] CHARMIN' CHATTY "LET'S PLAY TEA PARTY."** Charmin' Chatty and her playmate enjoy lively talk at tea party. Incl. record, place settings, aprons for Charmin' Chatty and child

X 921-2614 A—Shpg. wt. 12 oz. . . . . 2.44

# BENRUS

## FINE WATCH OF GUARANTEED ACCURACY

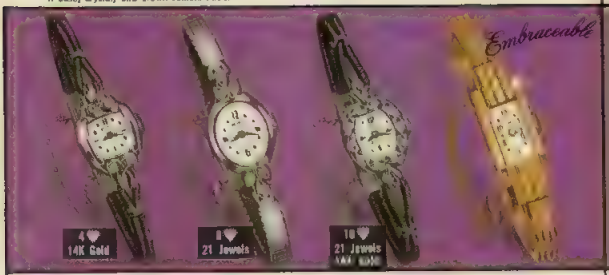
Your Benrus watch movement must run properly — or Benrus will repair it or replace it free and fast. Every Benrus quality watch movement has 17 or more jewels. 17 or more points of protection, and bears the unequalled Benrus Unconditional 3 Year Guarantee. In fact — you can count on a whole lifetime of faithful service. Every Benrus is just that fine a watch.

BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

Shpg. wt. each watch 6 oz.

All Jeweled Watches have Jeweled Levers
*if case, crystal, and crown remain intact

**AUTO FLEET** . . . 17 jewels. Self-winding, Guaranteed Waterproof*. Yellow top, stainless steel back. Luminous, full-figure dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
15 B 6827YT . . . . . 38.00
**AUTO FLEET "2"**. As above with black dial
15 B 6833YT . . . . . 38.00




**DIAMOND LEE** . . . 17 jewels. White 14K Gold case. 4 genuine diamonds. Unbreakable mainspring. Shock-absorbing movement. Suede cord attachment with safety chain.
15 B 6842YT . . . . . 56.90
**DIAMOND LEE "G"** . . . Same as above in yellow
15 B 6843YT . . . . . 50.80

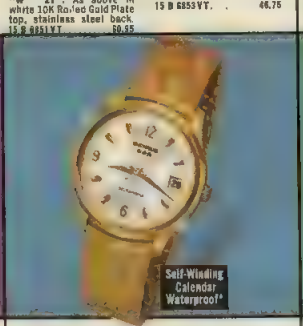
**DIAMOND CORAL "21"** . . . 21 jewels 6 genuine diamonds. White 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Flexible mesh bracelet with safety chain.
15 B 6844YT. . . . . 55.95
**DIAMOND CORAL "T" "21"**. As above in yellow
15 B 6845YT. . . . . 55.85

**DIAMOND CHANCE "21"** . . . 21 jewels. 10 genuine diamonds. White 14K Gold case. Unbreakable mainspring. Suede cord with safety chain.
15 B 6846YT. . . . . 78.20
**DIAMOND CHANCE "W" "21"**. As above in white 10K Rolled Gold Plate top, stainless steel back.
15 B 6851YT. . . . . 60.55

**EMBRACEABLE ADA** . . . 17 jewels. All-yellow case. Unbreakable mainspring. Watch and bracelet combined, safety chain.
15 B 6852YT . . . . . 46.75
**EMBRACEABLE ADA "W"** Same as above in white
15 B 6853YT. . . . . 46.75

**WHIRLPOOL "25"** . . . . . 25 jewels. Self-winding, Guaranteed Waterproof* Stainless steel case. Luminous, black dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band
15 B 6834YT . . . . . 49.90
**WHIRLPOOL "2" "25"** As above with white dial
15 B 6835YT . . . . . 49.90

**EMBRACEABLE PEGGY "21"** . . . 21 jewels. All-yellow case. Unbreakable mainspring. Watch and bracelet combined, safety chain
15 B 6854YT . . . . . 52.00
**EMBRACEABLE PEGGY "W" "21"** . . . Same as above in white
15 B 6855YT . . . . . 52.00




**AUTO MATE** . . . 17 jewels. Self-winding, Guaranteed Waterproof*. Calendar feature. Yellow top, stainless steel back. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
15 B 6836YT . . . . . 46.90
**AUTO MATE "A"** . . . Same as above in all stainless steel case.
15 B 6857YT . . . . . 38.60

**RODMAN "25"** . . . 25 jewels. Self-winding, Guaranteed Waterproof* Yellow top, stainless steel back. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
15 B 6838YT . . . . . 43.20
**RODMAN "2" "25"**. As above with black dial.
15 B 6841YT . . . . . 43.20

All watches subject to 10% Federal Excise Tax

# BENRUS

## Citation

***"THE MOST BEAUTIFUL WATCH IN THE WORLD"***

These superb watches are outstanding for beauty, accuracy and performance, characteristic of all Benrus watches. This world famous Benrus quality is Unconditionally Guaranteed for 3 Full Years. Your Benrus watch movement must run properly — or Benrus will repair it or replace it free and fast.

BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

All watches subject to 10% Federal Excise Tax
*If case, crystal, and crown remain intact Benrus Watch Co.

**CITATION CARLA** . 17 Jewels. All-yellow case Unbreakable mainspring Matching, adjustable expansion bracelet.
15 B 6803VT ... 34.45
**CITATION CARLA "W"** .. same as above in white.
15 B 6801VT ... 34.45

**CITATION CALENDAR STAR** . . . 39 jewels. Self-winding, Guaranteed Waterproof*. 14K Gold case. Calendar feature, hidden crown Luminous hands with sweep second Shock-absorbing movement, unbreakable ma nspring. Matching, adjustable expansion band
15 B 6802VT ... 99.14
**CITATION CALENDAR STAR "Y"** . . . Same as above in 20K Gold-filled case
15 B 6803VT ... 69.00

**CITATION SARAH "21"**, 21 jewels, All-yellow case. Unbreakable mainspring. Matching, adjustable expansion bracelet.
15 B 6804VT ... 37.35
**CITATION SARAH "W" "21"** Same as above in white.
15 B 6805VT. . . . 37.35

**CITATION GOLDEN GLORIA "21"**. 21 jewels Yellow 14K Gold case. Unbreakable mainspring Flexible bracelet, safety chain
15 B 6806VT ... 43.50
**CITATION GOLDEN GLORIA "W"** . . . . . Same as above in white.
15 B 6808VT. . . . . 43.50

**CITATION GOLDEN HELENE "21"**. 21 jewels. Yellow 14K Gold case. Unbreakable mainspring. Matching, adjustable expansion bracelet
15 B 6809VT ... 45.60
**CITATION GOLDEN HELENE "W" "21"** . . . same as above in white.
15 B 6807VT. . . . . 46.80

**CITATION GOLDEN ERMINE "21"**. 21 jewels Yellow 14K Gold case Unbreakable mainspring. Blending adjustable link bracelet with safety chain
15 B 6814VT ... 52.75
**CITATION GOLDEN ERMINE "W" "21"** . . . Same as above in white.
15 B 6814VT. . . . . 52.75

**CITATION HUGH "21"** . . . 21 jewels. 14K Gold case. Shock-absorbing movement, unbreakable mainspring. Genuine alligator strap
15 B 6815VT ... 58.00
**CITATION HUGH "Y" "21"** . . . Same as above in all-yellow case.
15 B 6815VT. . . . . 39.00

**CITATION ERIC "39"** . . . 39 jewels. Self-winding, Guaranteed Waterproof*. All-yellow case. Luminous hands with sweep second Shock-absorbing movement, unbreakable mainspring Matching, adjustable expansion band.
15 B 6817VT ... 48.50

**CITATION JET "25"** . . . 25 jewels. Self-winding, Guaranteed Waterproof*. All-yellow case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
15 B 6824VT ... 45.00

**CITATION MARTIN "21"** . . . 21 jewels. Guaranteed Waterproof* All-yellow case Luminous hands with sweep second Shock-absorbing movement, unbreakable ma nspr ng Matching, adjustable expansion band
15 B 6825VT ... 38.50
**CITATION MARTIN "Y" "W"** . . . Same as above with black d al
15 B 6826VT ...

All Jeweled Watches have Jeweled Levers

Shpg. wt each watch 6 oz.

# BENRUS

## QUALITY WATCH OF GUARANTEED ACCURACY

Benrus excellence, Benrus quality, Benrus accuracy is world famous. And every Benrus watch model — Waterproof, Men's and Ladies' Dress, Embraceable, or Diamond — Unconditionally Guaranteed for 3 Full Years. Your Benrus watch movement must run properly — or Benrus will repair it or replace it free and fast.

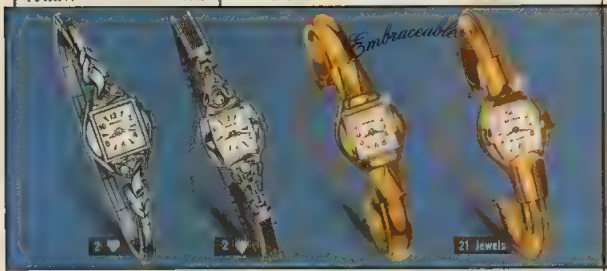
BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

All Jeweled Watches have Jeweled Levers
All watches subject to 10% Federal Excise Tax
*If case, crystal, and crown remain intact

Benrus Watch Co

**SEA CROWN** . . . 17 Jewels. Guaranteed Waterproof*. Stainless steel case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching expansion band
15 B 6897VT . . . . . 30.50
**SEA MAJESTY** . . . Same as above in yellow top, stainless steel back
15 B 6932VT . . . . . 35.00

**REGENT** . . . 17 jewels. Self-winding, Guaranteed Waterproof*. Stainless steel case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band
15 B 6881VT . . . . . 34.90
**REGENT "Z"**. Same as above with black dial
15 B 6882VT . . . . . 34.90




**DIAMOND CORRINE** . . . 17 jewels. 2 genuine diamonds. White 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Matching, adjustable expansion bracelet
15 B 6933VT . . . . . 34.50
**DIAMOND CORRINE "T"**. Same as above in yellow
15 B 6934VT . . . . . 34.50

**DIAMOND LAURIE** . . . 17 jewels 2 genuine diamonds White 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Flexible mesh bracelet, safety chain
15 B 6935VT . . . . . 35.00
**DIAMOND LAURIE "T"** . . . Same as above in yellow
15 B 6936VT . . . . . 35.00

**EMBRACEABLE GLORY** . . . 17 jewels Yellow 10K Rolled Gold Plate top, stainless steel back. Full-figure dial. Unbreakable mainspring. Watch and bracelet combined, safety chain
15 B 6937VT . . . . . 32.00
**EMBRACEABLE GLORY "W"** Same as above in white
15 B 6938VT . . . . . 32.00

**EMBRACEABLE TRUDI "21"** 21 jewels. Yellow 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Watch and bracelet combined, safety chain.
15 B 6939VT . . . . . 35.85
**EMBRACEABLE TRUDI "W" "21"**. As above in white
15 B 6940VT . . . . . 32.00

**COLUMBUS** . . . 17 jewels. Yellow top, stainless steel back. Sweep second hand. Shock absorbing movement, unbreakable mainspring Matching, adjustable expansion band
15 B 6883VT . . . . . 30.90
**COLUMBUS "Z"**. Same as above with black dial
15 B 6884VT . . . . . 30.90

**GLENN "21"** . . . 21 jewels. Guaranteed Waterproof* Ultra thin Stainless steel case. Luminous hands with sweep second Shock-absorbing movement, unbreakable mainspring Matching, adjustable expansion band.
15 B 6885VT . . . . . 31.00
**GLENN "Z" "21"** Same as above with black dial
15 B 6886VT . . . . . 31.00

**SEA COAST** . . . 17 jewels. Guaranteed Waterproof*. Yellow top, stainless steel back Luminous dial with sweep second. Shock-absorbing movement, unbreakable mainspring Matching, adjustable expansion band
15 B 6893VT . . . . . 30.90
**SEA COAST "Z"**. Same as above with black dia
15 B 6894VT . . . . . 30.90

**WATER COMET** . . . 17 jewels. Guaranteed Waterproof*. Stainless steel case. Luminous, full-figure dial with sweep second hand Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
15 B 6895VT . . . . . 27.00
**WATER COMET "Z"** Same as above on black dia.
15 B 6896VT . . . . . 27.00

# BENRUS

## UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS

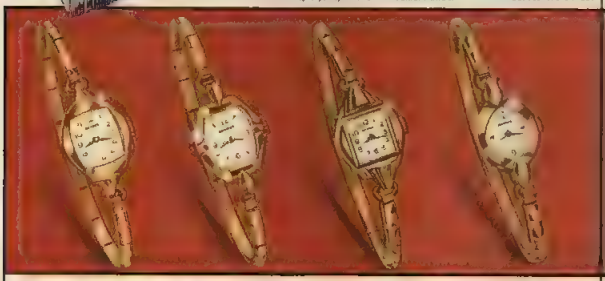
Your Benrus watch movement must run properly — or Benrus will repair it or replace it free and fast. This unequalled guarantee of quality — integrity — value applies to every Benrus Watch. It is your assurance of lasting satisfaction and dependability.

NO MONEY DOWN JUST OUR AMERICAN CREDIT SYSTEM

BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

All Jeweled Watches have Jeweled Levers
*If case, crystal, and crown remain intact — Benrus Watch Co.

**Stream . . .** 17 jewels. Guaranteed Waterproof*. Stainless steel case. Luminous dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Genuine leather strap.
15 B 6858VT . . . . . 26.10
**Stream "Z" . . .** As above with black dial.
15 B 6859VT . . . . . 28.10



**Sabrina . . .** 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Full-figure dial. Unbreakable mainspring. Matching, adjustable expansion bracelet
15 B 6870VT . . . . . 26.90
**Sabrina "W" . . .** Same as above in white.
15 B 6871VT . . . . . 26.90

**Miss Dana . . .** 17 jewels. Yellow top stainless steel back. Shock-absorbing movement. Unbreakable mainspring. Matching adjustable expansion bracelet
15 B 6872VT . . . . . 27.80
**Miss Dana "W" . . .** Same as above in white.
15 B 6873VT . . . . . 27.80

**Lady Andrea . . .** 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Full-figure dial. Unbreakable mainspring. Matching, adjustable expansion bracelet
15 B 6874VT . . . . . 27.80
**Lady Andrea "W" . . .** Same as above in white.
15 B 6875VT . . . . . 27.80

**Miss Tina . . .** 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Unbreakable mainspring. Matching, adjustable expansion bracelet
15 B 6876VT . . . . . 32.10
**Miss Tina "W" . . .** Same as above in white
15 B 6877VT . . . . . 32.10

**Mason . . .** 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement, unbreakable mainspring. Genuine lizard strap
15 B 6860VT . . . . . 26.10

All watches subject to 10% Federal Excise Tax

**Miss Harriette . . .** 17 jewels. Yellow top, stainless steel back. Unbreakable mainspring. Matching adjustable expansion bracelet
15 B 6878VT . . . . . 35.15
**Miss Harriette "W" . . .** Same as above in white.
15 B 6879VT . . . . . 35.15

**Ocean Surf . . .** 17 jewels. Guaranteed Waterproof*. All-yellow case. Luminous hands with sweep second. Shock-Absorbing movement, unbreakable mainspring. Matching. adjustable expansion band
15 B 6880VT . . . . . 32.90

**Burton . . .** 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band
15 B 6861VT . . . . . 27.80

Shpg. wt. each watch 6 oz.

# THAT *INTERCEPTOR*® ZOOM...

Boat by Century Boat Co., Manistee, Mich.

***the sound of quiet pride*** ■ Built, sold and owned by men who take pride in the best... by men who treasure the smooth, precision performance that comes from matchless engineering. That's Eaton INTERCEPTOR—the marine engine that, eight years ago, turned a half-century-old industry upside down and has been lavishly imitated ever since.

Get behind the wheel of an INTERCEPTOR-powered runabout or cruiser and you'll sense the difference right from the start. That cool, quiet, fume-free operation. The extreme light weight that gets you up and planing fast, gives you far more horsepower per pound. Routine maintenance? Every component is situated in the most accessible position for easy servicing.

Try the feel of that INTERCEPTOR power, the sweet sound of that INTERCEPTOR zoom, and you'll begin to understand the quiet pride all INTERCEPTOR owners share. Then join them—in a range from 85 to 300 hp there's the perfect INTERCEPTOR for you. Your purchase will be supported by the largest factory sales and service organization in the inboard industry.

**New 160 hp V-8 INTERCEPTOR** has precision-controlled wall thicknesses for maximum strength at minimum cost and weight.

**EATON** MANUFACTURING COMPANY

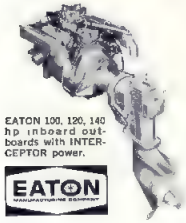
## DEARBORN MARINE ENGINE DIVISION

7100 East 15 Mile Road, Warren, Michigan · Export Department, 615 Griswold Street, Detroit 26, Michigan

Boat by Thompson Bros. Boat Mfg. Co., Peshtigo, Wis.

## *Eaton and Volvo invite you to*

# DOUBLE YOUR BOATING PLEASURE



EATON 100, 120, 140 hp inboard outboards with INTERCEPTOR power.

EATON
MANUFACTURING EQUIPMENT

Get more boating enjoyment, safety and economy than you have ever before experienced! Inboard-outboard power is the true answer to boating freedom—and Eaton and Volvo are the unchallenged leaders in the I/O field.

No wonder virtually *all* boat builders now offer Eaton or Volvo inboard-outboards factory-installed. And no wonder thousands of boat owners are making the big move up to 4-cycle I/O power.

If you're now running a gas-thirsty, oversize outboard engine, wouldn't you like to cut your fuel costs in half... or double your cruising range? Get rid of that expensive, messy, oil-gas mixing? Get your engine inboard where it belongs and clean up the lines of your boat? Have far greater stability for safer family boating?

It's *all* yours with an Eaton or Volvo I/O.

You can enjoy the pride of inboard styling... the savings of inboard economy... the

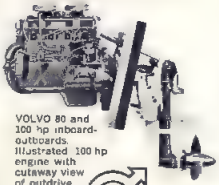
Chris-Craft Corsair, Corsair Boats, Cortland, N. Y.

# WITH INBOARD-OUTBOARD POWER

dependability of 4-cycle inboard power—all with the quick, positive steering and versatility of an outboard. Trolling, beaching and trailering are a cinch with these I/O's—they kick up to clear underwater hazards completely.

Isn't this *your* year to step up to the biggest pleasure you've ever had in boating? Eaton makes it easy by offering you the widest choice of 4-cycle I/O power—80, 100, 120, and 140 horsepower.

Take us up on our invitation—make the move to double your boating pleasure—see your marine dealer now!



VOLVO 80 and 100 hp inboard-outboards. Illustrated 100 hp engine with cutaway view of outdrive.

VOLVO

EATON MANUFACTURING COMPANY

**DEARBORN MARINE ENGINE DIVISION**

7100 East 15 Mile Road, Warren, Michigan
Export Department, 615 Griswold Street, Detroit 26, Michigan

# EATON FOR '63

## the widest choice, highest quality of inboard and I/O power!

| | Model No or Name | Gear Options | HP | Rated RPM | No. of Cyl. | Bore (Inches) | Stroke (Inches) | Displ. (Cu Inches) | Length (Inches) | Height (Inches) | Width (Inches) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| INBOARD-OUTBOARDS | Volvo 80 | Volvo Outdrive | 80 | 4500 | 4 | 3.12 | 3.15 | 97 | 32 | 27 | 17 3/8 |
| | Eaton 100 | Eaton Outdrive | 100 | 4400 | 6 | 3.50 | 2.94 | 170 | 37 1/2 | 23 39/64 | 22 1/2 |
| | Volvo 100 | Volvo Outdrive | 100 | 5000 | 4 | 3.31 | 3.15 | 109 | 34 | 26 5/16 | 19 7/16 |
| | Eaton 120 | Eaton Outdrive | 120 | 4400 | V-8 | 3.50 | 2.87 | 221 | 34 1/3 | 25 17/64 | 25 1/4 |
| | Eaton 140 | Eaton Outdrive | 140 | 4400 | V-8 | 3.50 | 2.87 | 221 | 34 1/3 | 28 1/8 | 25 1/8 |
| INBOARDS | Interceptor 85 | 1.25:1 | 85 | 4200 | 6 | 3.50 | 2.50 | 144 | 37 1/2 | 23 39/64 | 22 1/2 |
| | Interceptor 100 | 1.25:1 | 100 | 4400 | 6 | 3.50 | 2.94 | 170 | 37 1/2 | 23 39/64 | 22 1/2 |
| | Interceptor 120 | 1.25:1 2.57:1<br>1.52:1 2.90:1<br>1.91:1 | 120 | 4400 | V-8 | 3.50 | 2.87 | 221 | 34 1/3 | 25 17/64 | 25 1/8 |
| | Interceptor 140 | 1.25:1 2.57:1<br>1.52:1 2.90:1<br>1.91:1 | 140 | 4400 | V-8 | 3.50 | 2.87 | 221 | 34 1/3 | 28 1/8 | 25 1/8 |
| | Interceptor 160 | 1.25:1 2.57:1<br>1.52:1 2.90:1<br>1.91:1 | 160 | 4200 | V-8 | 3.80 | 2.87 | 260 | 34 1/3 | 28 1/8 | 25 1/8 |
| | Interceptor 135 | 1.25:1 2.57:1<br>1.52:1 2.90:1<br>1.91:1 | 135 | 4000 | V-8 | 3.62 | 3.1 | 256 | 34 1/2 | 25 | 27 1/4 |
| | Interceptor 150 | 1.25:1 2.57:1<br>1.52:1 2.90:1<br>1.91:1 | 150 | 4000 | V-8 | 3.62 | 3.1 | 256 | 34 1/2 | 25 | 27 1/4 |
| | Interceptor 170 | 1.25:1 2.57:1<br>1.52:1 2.90:1<br>1.91:1 | 170 | 4000 | V-8 | 3.62 | 3.3 | 272 | 34 1/2 | 25 | 27 1/4 |
| | Interceptor 185 | 1.25:1 2.57:1<br>1.52:1 2.90:1<br>1.91:1 | 185 | 4000 | V-8 | 3.75 | 3.3 | 292 | 34 1/2 | 25 | 27 1/4 |
| | Interceptor 215 | 1.25:1 2.57:1<br>1.52:1 2.90:1<br>1.91:1 | 215 | 4000 | V-8 | 3.80 | 3.44 | 312 | 34 1/2 | 25 | 27 1/4 |
| | Interceptor 240 | 1.52:1 2.90:1<br>1.91:1<br>2.57:1 | 240 | 4200 | V-8 | 4.05 | 3.50 | 352 | 37 1/3 | 30 | 29 13/64 |
| | Interceptor 260 | 1.52:1 2.90:1<br>1.57:1<br>1.91:1 | 260 | 4200 | V-8 | 4.05 | 3.78 | 390 | 37 1/3 | 30 | 29 13/64 |
| | Interceptor 300 | 1.52:1 | 300 | 4400 | V-8 | 4.05 | 3.78 | 390 | 37 1/3 | 30 | 29 13/64 |

# Penneys FOREMOST Bicycle Beauties

B

New advance design
"space weight" steel frame

46.88

No down payment

A

All bright chrome-plated
frame . . . Bendix coaster brake

56.88

or $5 monthly

C

With twin headlights
and whitewall tires

34.88

No down payment

D

Double-deck frame
Easy step up plate
New deep fender
As low as

11.95

for 10-in. model

# are built for rugged use

**A NEW FOREMOST 26-IN. SUPER DELUXE MIDDLEWEIGHT.** Bright chrome-plated "space-weight" steel frame, fenders, rims, handlebars. New dual headlights. Luggage carriers. Flashing dome warning signal on rear, spring-type on front. Instrument panel, horn. Foam rubber-padded vinyl plastic saddle. Bendix coaster brake. Foremost 26 x 1¾-in. nylon cord whitewalls. Flamboyant red, white/gold trim. No down payment, months to pay with Credit Command—see page 79.

X 927-0729 A—Boys' model. Shipping weight 56 lbs.*... ... 56.88

**B NEW FOREMOST 26-IN. MIDDLEWEIGHT.** Our own rugged, hydrogen-brazed "space weight" steel frame with bright chrome-plated fenders, rims, handlebars, truss rods, crank, dual guard rails, spring clip. "Space weight"-design tank has dual headlights, horn, instrument panel, luggage rack. Foremost 26 x 1¾-in. nylon cord white-wall tires. Flamboyant finish—boys' in red with black; girls' in turquoise with white/gold-color trim. Another great Penney value! No down payment.

X 927-0703 A—Boys' model. Shipping weight 56 lbs.*

X 927-0711 A—Girls' model. Shipping weight 56 lbs.* ..... 46.88

**C FOREMOST MIDDLEWEIGHT 26-IN. BICYCLE.** Triple-bar cantilever steel frame, bright chrome-plated rims, brake, handlebars. Foremost 1¾-in. whitewall nylon cord tires; two-tone saddle, waterproof top, coil springs. Twin headlights mounted in tanks, reflector in rear. Ball-bearing pedal. Kick-up parking stand. Coaster brakes for fast stops. Flamboyant finish—red/white trim for boys, blue/white trim for girls.

X 927-0620 A—Boys' model. Shipping weight 52 lbs.*

X 927-0638 A—Girls' model. Shipping weight 52 lbs.*..... 34.88

Same as above, but 24-in. model. No down payment

X 927-0646 A—Boys' model. Shipping weight 48 lbs.*

X 927-0653 A—Girls' model. Shipping weight 48 lbs.*.....34.88

**26-IN FOREMOST BICYCLE VALUE.** Flamboyant finish—bright-chrome-plated rims, handlebars. 3-bar cantilever for boys, 2-bar for girls. 1¾-in. Foremost nylon cord tires. Coaster brake, kickstand. Red finish for boys; blue finish for girls.

X 927-0661 A—Boys'. Wt. 49 lbs.*

X 927-0679 A—Girls'. Wt. 49 lbs.*. 27.88

Same as above, but 24-in. model.

X 927-0687 A—Boys'. Wt. 44 lbs.*

X 927-0695 A—Girls'. Wt. 44 lbs.* .27.88

**NEW FOREMOST DELUXE CONVERTIBLE. A** 20-in. bicycle with all the features of bigger middleweight models. Hydrogen-brazed tubular steel frame. Lustrous, bright chrome-plated fenders, rims, and adjustable handlebars. Front fender headlight. Stamped steel luggage carrier. Foremost white sidewall pneumatic nylon cord tires—20 x 1¾ in. Comfortable waterproof black/white vinyl plastic saddle. Practical—cross bar converts boy's to girl's model. Tank, detachable trainer wheels. Flamboyant blue finish, white trim. No down payment

X 927-0752 A—Shpg. wt. 40 lbs.*.....32.95

**NEW FOREMOST 16-IN. SIDEWALK BICYCLE.** Features detachable trainer-wheels for the extra safety and stability that beginners need. Convertible cross bar—to change bike easily from boy's model to girl's model. Handlebars are bright chrome-plated steel—plastic hand-grips for comfort. Large simulated leather saddle. Nylon-bearing 16-in. wheels with 16 x 1¾-in. semi-pneumatic white sidewall rubber tires. Rear reflectors. Shimmering flamboyant finish in red/white. (No coaster brake.) No down payment—see page 79 for complete details

X 927-0976 A—Shpg. wt. 16 lbs.*..... .15.88

**NEW FOREMOST 20-IN. CONVERTIBLE BICYCLE.** Designed for boys and girls—just remove the cross bar tank. Strong safety trainer-wheels teach beginners, detach when not needed. Coaster brake for easy stopping. Sturdy tubular steel frame is long wearing. Bright chrome-plated adjustable handlebars. Vinyl-plastic covered metal saddle. Streamlined chain guard and fenders. 20 x 1¾-in. semi-pneumatic rubber tires. Durable flamboyant red finish with white trim. No down payment with Credit Command—see page 79 for complete details.

X 927-0737 A—Shpg. wt. 41 lbs.* . 22.95

**E** As Low as **6.22** 10-in. Model

## *Velocipedes for Vigorous Youngsters*

**D NEW FOREMOST DELUXE VELOCIPEDE.** Double-deck frame with roomy lower platform and easy step-up plate. Ball-bearing front wheel with 1⅝ in. semi-pneumatic white sidewall tires. ¾-in. adjustable bright chrome handlebars, white plastic knuckle guard grips and streamers. Vinyl spring saddle, designed for comfort. New deep fender, new bright chrome truss rods, bow form pedals. Flamboyant turquoise finish with white trim. No down payment—see p. 79.

X 927-0943 A—10-in; 20 lbs.*. ..11.95

X 927-0950 A—12-in; 21 lbs.*. .. 12.95

X 927-0968 A—16-in; 27 lbs.*.....14.95

**E FOREMOST VALUE-PACKED VELOCIPEDE** in heavy gauge 1¼-in. tubular steel with 2-in. head. ¾-in. adjustable white enamel handlebars have red plastic grips and knuckle guards. Ball-bearing front wheel with 1⅝-in. semi-pneumatic tires front and rear. Equipped with newly designed plastic pedals and an adjustable metal saddle. Finished in red enamel with white trim. No down payment with Credit Command—see page 79 for further information.

X 927-0877 A—10-in. Wt. 13 lbs.* .6.22

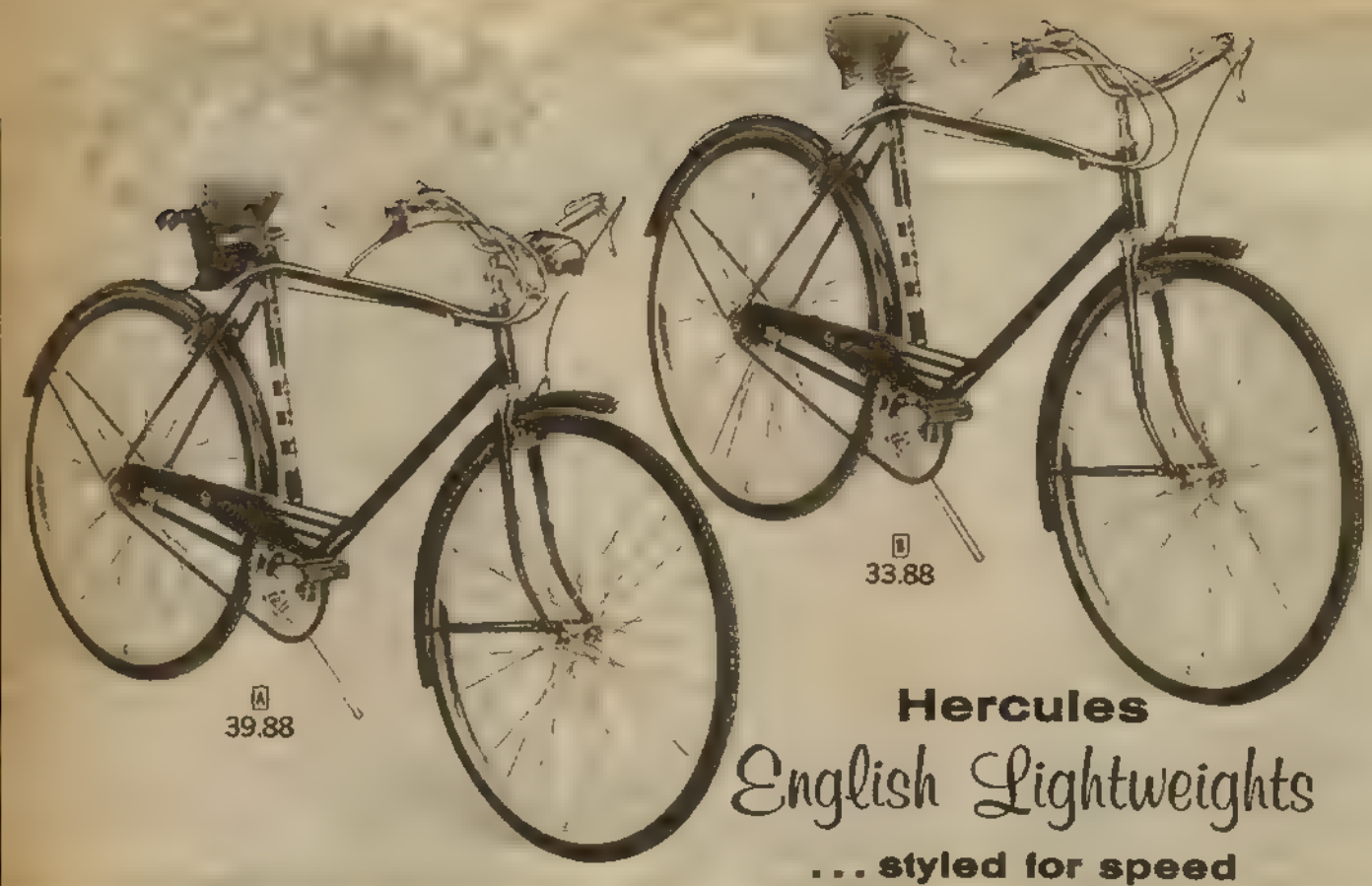
X 927-0885 A—12-in. Wt. 14 lbs.*....7.22

X-927-0893 A—16-in. Wt. 16 lbs.*....9.22

**Keep this Catalog to order toys all year—available till Sept. 21, 1964.**

**See page 834 of Fall Catalog for "How to order bicycles."**

***Not mailable—pay shipping charges on delivery.**




# Hercules
# English Lightweights
## . . . styled for speed

- *3-speed gears—add ease to cycling!*
- *Powerful battery-operated headlight!*

**A** **DELUXE 26-IN. HERCULES LIGHTWEIGHT** Features famous Sturmey Archer 3-speed gear shift with trigger handlebar control takes the work out of climbing hills—gives added speed on straightaways. Hand-operated front and rear caliper brakes—designed for quick, sure stops. Extra strong 26-in. parallel tube steel frame, 1⅜-in. rubber tires. Light weight bright chrome-plated rims. Powerful battery-operated headlight for night riding. Uses 2 "D" batteries (not included) * * White rear reflector for added safety at night. Easy-riding spring saddle, heavy-duty touring bag. Super streamlined chain guard, sturdy kickstand. Good-looking flamboyant baked enamel finish—boys' in ruby red, girls' in sky blue, both with white trim. Imported from England. No down payment—see page 79.

X 927-1339 A—Boys'. Shipping weight 40 lbs.*
X 927-1347 A—Girls'. Shipping weight 40 lbs.* . . . . . 39.88

**B** **HERCULES 26-IN. LIGHTWEIGHT.** Famous 3-speed Sturmey Archer gears with trigger handlebar control: flick the trigger to shift from low to normal to high—makes pedaling easier. Front and rear caliper brakes are hand-operated—surer stopping action on both wheels. Strong 28-in. parallel tube steel frame—treated to resist rust, last longer. Lightweight 1⅜-in. rubber tires, bright chrome-plated rims. Comfortable easy-riding saddle, with springs—for a smoother ride even on bumpy roads. Sturdy, streamlined chain guard, kickstand. White rear reflector—helps others see you at night. Rich black enamel finish; sporty white trim. Imported from England. No down payment with Credit Command—see page 79.

X 927-0760 A—Boys'. Shipping weight 40 lbs.*
X 927-0778 A—Girls'. Shipping weight 40 lbs.* . . . . . 33.88

- *Huret Allvit 10-speed Derailleur gears!*
- *Special racing handlebars, pedals, saddle!*

**C** **NEW HERCULES 10-SPEED RACER.** Here's the bike that sets a blistering pace on or off the track. Has the Huret Allvit 10-speed Derailleur gear system with double chain wheel. Hand-operated front and rear caliper brakes—for sure power braking. 26-in. parallel tube steel frame, with extra strength for racing—specially treated before enamelling for rust resistance and longer life. Maes racing handlebars, steel racing pedals, leather racing saddle. 21-in. seat mast. 1⅜-in. lightweight whitewall rubber tires, bright chrome-plated rims. Durable kickstand. Flamboyant gold-color baked enamel finish with sharp white trim. A fine quality English import at Penney's great value low price. No down payment—see page 79 for details about Credit Command.

X 927-1321 A—Boys' model only. Shipping weight 40 lbs.* . . . . . 56.88

*CHOOSE ANY BICYCLE*
*SHOWN ON THESE TWO PAGES*
*NO DOWN PAYMENT . . . $5 MONTHLY*

*Fully equipped 10-speed racer*

* Not mailable—pay shipping on delivery. Buy anything in this catalog with Credit Command—see page 79.



* * Order batteries at bottom of page 118.

**deluxe gift . . .**

# Luxurious English Lightweight

## by Hercules

- *3-speed gear shift!*
- *Dual hand brakes!*
- *2-bulb generator headlight and taillight*

[A] 47.88

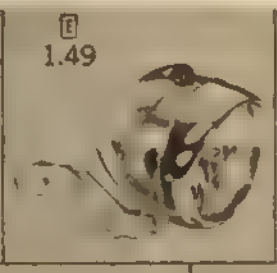
**[A] HERCULES LIGHTWEIGHT.** This super deluxe model features a host of luxury extras. Famous Sturmey Archer 3-speed gears with twist grip control—a twist of the hand-grip shifts gears. Dual hand-operated front and rear caliper brakes. Extra sturdy 26-in. parallel tube steel frame. Plus: two-bulb generator headlight and tail light, luggage carriers front and rear, streamlined chain guard, fenders—all brightly chrome-plated for gleaming beauty, longer wear. Slim 1 375-in. white-wall rubber tires, bright chrome-plated rims. Handsome two-tone plastic tourist bag, matching easy riding spring saddle, sturdy kickstand, rear reflector. Flamboyant baked enamel finish—boys' in ruby red, girls' in sky blue, both with smart white trim. Imported from England. No down payment—see page 79 for details

X 927-0786 A—Boys'. Wt. 40 lbs. *
X 927-0794 A—Girls'. Wt. 40 lbs.* 47.88

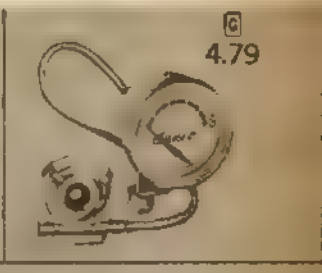
[B] 2.88

[C] 5.97

[D] 1.62



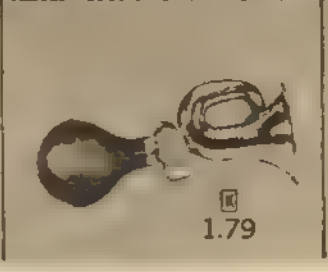
[E] 1.49



[G] 4.79

[H] 3.69

[J] 77c



[K] 1.79

[L] 1.97

**[B] BIKE SADDLE BASKETS.** Ideal for holding school accessories, books, etc. Heavy-gauge welded wire baskets are zinc-finished. 13½ x 6 in. at top, tapering to 12 x 4½ in. at base. 3-way attachment fits any bike—hardware incl.

X 927-0000 A—Wt. 3 lbs. 13 oz. ..... Pair 2.88

**[C] BIKE SADDLE BAGS.** Beautifully decorated vinyl plastic saddle bags. Sturdy nylon stitching throughout with riveted reinforced corners. Top-grain leather straps. Bags are completely weatherproof with waterproof, colorfast surface. Scuff-resistant. Each large capacity bag measures 14 x 9 x 4 in. Great for picnics

X 927-1271 A—Shpg. wt. 5 lbs. ..... Pair 5.97

**[D] TOURING BAG.** Large two-strap carry-all bag: 9 x 7½ x 8 in. Attaches easily to bike saddle. Vinyl plastic bag is waterproof—keeps contents clean and dry. Imported from England

X 927-0851 A—Shpg. wt. 12 oz. ..... 1.62

**[E] BRIGHT HEADLIGHT.** Throws powerful beam of light. Brightly chrome-plated. Attaches quickly to any bike. Operates on 2 "D" batteries (not included).** Imported from Hong Kong

X 927-0828 A—Shpg. wt. 1 lb. 2 oz. ..... 1.49

**[G] CADET SPEEDOMETER.** Measures speeds to 50 mph, records distances to 10 000 miles. Sturdy weatherproof molded plastic case. Strong shatterproof lens. Complete with instructions for mounting on either 24- or 26-inch bicycles

X 927-0802 A—Shpg. wt. 1 lb. 10 oz. ..... 4.79

**[H] 6-PC. ACCESSORY KIT.** Here's everything you need to add safety and fun to bike riding. Dresses up any bike. Kit includes bright chrome-plated headlight with matching electric horn, "jeweled" rear-view mirror, electric tail light, pins, multicolored handlebar streamers. A quality import from Japan at Penneys new price

X 927-0869 A—Shpg. wt. 2 lbs. ... 3.69

**[J] TWO-TONE BULB HORN.** Lets people know you're coming. Flexible rubber bulb. Horn is brightly chrome-plated. Includes universal handlebar mounting clamp. Measures 7-in. long. A fine import made in Japan, priced for value

X 927-0836 A—Shpg. wt. 5 oz. ..... 77c

**[K] BUGLE HORN.** Sounds a loud and clear warning. Good-looking bright chrome-plating. Sturdy construction. Complete with clamp for mounting—attaches easily to handlebar. Horn measures 7⅝ x 2⅜ in. Quality-made in Japan.

X 927-0844 A—Shpg. wt. 8 oz. ..... 1.79

**[L] HORN-LIGHT COMBINATION.** Bright headlight and horn are combined into one attractive unit. Headlight is brightly chrome-plated. Horn operates from handlebar extension button. Operates on 2 standard "D" flashlight batteries (not included).** Imported from Japan.

X 927-0810 A—Shpg. wt. 1 lb. 2 oz. ... 1.97

*Not mailable—pay shipping on delivery

** Order batteries at bottom of page 118.

BIENNE • GENEVA • TORONTO • NEW YORK

# GRUEN

THE *Precision* WATCH SINCE 1874

WATERPROOF

VIKING

Chrome plated top, stainless steel back. Shock and dust resist.

15B3[illegible]KT

Shpg. wt. 6 oz.

19.3[illegible]

JEWELS

SWIMMING COSMIC

Self-winding, waterproof. Shock and dust resist.

15B3[illegible]KT

Shpg. wt. 6 oz.

69.00

17 JEWELS

Rolled Gold Plate top, stainless steel back.

15B3898KT

Shpg. wt. 6 oz.

27.45

17 JEWELS

HELENA

10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.

15B3[illegible]KT

Shpg. wt. 6 oz. 23.25

As above in white

15B3906KT

Shpg. wt. 6 oz. 23.25

17 JEWELS

BESS

10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.

15B3903KT

Shpg. wt. 6 oz. 24.10

As above in white

15B3904KT

Shpg. wt. 6 oz. 24.10

DIAMONDS

DIAMOND JULIA

17 Jewels. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.

15B3907KT

Shpg. wt. 6 oz. 28.95

As above in yellow

15B3908KT

Shpg. wt. 6 oz. 28.95

17 JEWELS

MARK

Stainless steel back. Expansion band.

15B3899KT

Shpg. wt. 6 oz. 23.95

As above with black dial

15B3900KT

Shpg. wt. 6 oz. 23.95

JEWELS

WATERPROOF

MERMAID

17 Jewels. Stainless steel back. Shock and dust resist. Expansion bracelet.

15B3902KT

Shpg. wt. 6 oz.

28.1[illegible]

JEWELS

WATERPROOF

SEA MAID

17 Jewels. Stainless steel back. Expansion bracelet.

15B3901KT

Shpg. wt. 6 oz.

32.85

ALL GRUEN WATCHES HAVE UNBREAKABLE MAINSPRINGS ARE ANTI-MAGNETIC HAVE DUST AND SHOCK PROOF CAPSULES

ALL WATCHES SUBJECT TO 10% FEDERAL EXCISE TAX

# SELF-WINDING

Winds itself on your wrist

# GRUEN

98 YEARS OF CRAFTSMANSHIP

ALL GRUEN WATCHES
HAVE UNBREAKABLE
MAINSPRINGS
ARE ANTI-MAGNETIC
HAVE DUST AND
SHOCK PROOF CROWNS

**25 JEWELS**
**AUTOWIND HUNTER**
Self-winding, waterproof*
Shock and dust resist.
Nite-glo dial
Chrome plated top,
stainless steel back
Expansion band
15B3909KT Shpg. wt. 6 oz.
36.25
As above with black dial,
15B3910KT Shpg. wt. 6 oz.
36.25

**14 KT. GOLD**
**25 JEWELS**
**AUTOWIND CHAIRMAN**
Self-winding,
waterproof*
Shock and dust resist.
Gold applied hour
markers.
Expansion band.
15B3912KT
Shpg. wt. 6 oz.
76.95

**25 JEWELS**
**AUTOWIND BANKER**
Self-winding, waterproof*
Shock and dust resist.
Nite-glo dial
Stainless steel back
Expansion band
15B3911KT
Shpg. wt. 6 oz.
42.00

**25 JEWELS**
**AUTOWIND TROTTER**
Self-winding, waterproof*
Shock and dust resist.
10 kt. Rolled Gold
Plate case
Expansion band
15B3918KT
Shpg. wt. 6 oz.
48.95
As above with black dial
15B3919KT
Shpg. wt. 6 oz.
48.95

**23 JEWELS**
**AUTOWIND MAYOR**
Self-winding, waterproof*
Shock and
dust resist. Nite-glo
dial. 10 kt. Rolled
Gold Plate case,
stainless steel back
Expansion band
15B3920KT
Shpg. wt. 6 oz.
48.95

**WATERPROOF***
**AUTOWIND ATLANTIC**
Self-Winding,
17 Jewels
Shock and dust resist.
Nite-glo dial
Chrome plated top,
stainless steel back
Expansion band
15B3913KT
Shpg. wt. 6 oz.
29.95

**WATERPROOF***
**AUTOWIND SPARTA**
Self-winding,
17 jewels. Shock and dust
resist. Nite-glo dial.
Stainless steel back.
Expansion band
15B3917KT
Shpg. wt. 6 oz.
35.95

**WATERPROOF***
**AUTOWIND RIALTO**
Self-winding
17 Jewels. Shock and dust
resist. Nite-glo dia
Stainless steel back.
Expansion band.
15B3915KT Shpg. wt. 6 oz.
35.95
As above with black dial
15B3916KT—Shpg. wt. 6 oz.
35.95

**WATERPROOF***
**AUTOWIND EXPLORER**
Self-winding,
All stainless case, 17 Jewels
Shock and dust resist.
Nite-glo dial.
Raised polished markers.
Expansion band
15B3914KT
Shpg. wt. 6 oz.
34.95

THE
EXECUTIVE
SERIES
...THE TRULY FINE
WATCH FOR MEN
.. PRECISION-CRAFTED
IN DISTINGUISHED DESIGN.

*as long as case, crown, crystal remain intact

ALL WATCHES SUBJECT TO 10% FEDERAL EXCISE TAX

# Royal Gems

GRUEN

EXQUISITE
DIAMOND
FASHIONS...
BUDGET PRICED

**25 JEWELS**
**AUTOWIND SKEETER**
Self-winding, waterproof*, Shock and dust resist. Chrome plated top, stainless steel back. Polished raised hour markers. Expansion band.
**1583923KT**
Shpg. wt. 6 oz.
**37.00**

**DRESS WATERPROOF***
**VERITHIN GENERAL**
1 piece case. 17 Jewels. 10 kt. Rolled Gold Plate case. Expansion band.
**1583921KT**
Shpg. wt. 6 oz. **30.50**
As above with black dial
**1583922KT**--Shpg. wt. 6 oz **30.50**

**3 DIAMONDS**
**STEPHEN**
17 Jewels. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion band.
**1583926KT**
Shpg. wt. 6 oz.
**45.00**

**14 KT. GOLD WATERPROOF***
**VERITHIN GALAXY**
1 piece case. Florentine bezel. 17 Jewels. Expansion band.
**1583924KT**
Shpg. wt. 6 oz.
**77.50**
As above in white
**1583925KT**
Shpg. wt. 6 oz.
**77.50**

**14 KT. GOLD**
**DIAMOND VENUS**
10 diamonds. 17 Jewels.
**1583937KT**
Shpg. wt. 6 oz.
**125.00**
.1 CT. DIAMOND WEIGHT

**14 KT. GOLD**
**DIAMOND REGINA**
15 diamonds. 7 Jewels.
**1583938KT**
Shpg. wt. 6 oz
**177.45**
.2 CT. DIAMOND WEIGHT

**17 JEWELS**
**MARIE**
Hexagon crystal. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.
**1583935KT** 33.95
Shpg. wt. 6 oz.
As above in white
**1583936KT**
Shpg. wt. 6 oz.
**39.95**

**4 DIAMONDS**
**14 KT. GOLD**
**DIAMOND LISA**
17 Jewels. Full figure dial. Expansion bracelet.
**1583927KT**
Shpg. wt. 6 oz. 48.50
As above in yellow
**1583928KT**
Shpg. wt. 6 oz **48.50**

**3 DIAMONDS**
**DIAMOND JUNE**
17 Jewels. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.
**1583929KT**
Shpg. wt. 6 oz **35.95**

**4 DIAMONDS**
**DIAMOND DEBBIE**
17 Jewels. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.
**1583934KT**
Shpg. wt. 6 oz.
**39.95**

**14 KT. GOLD**
**GINGER**
17 Jewels. Expansion bracelet.
**1583932KT**
Shpg. wt. 6 oz. 31.95
As above in white
**1583933KT**
Shpg. wt. 6 oz
**31.95**

**14 KT. GOLD**
**RANDY**
17 Jewels. Expansion bracelet.
**1583930KT**
Shpg. wt. 6 oz.
**36.50**
As above in white
**1583931KT**
Shpg. wt. 6 oz
**36.50**

ALL WATCHES SUBJECT TO .0% FEDERAL EXCISE TAX

ALL GRUEN WATCHES HAVE UNBREAKABLE MAINSPRINGS ARE ANTI-MAGNETIC HAVE DUST AND SHOCK PROOF CROWNS

*as long as case, crown, crystal remain intact

# GRUEN

THE ONLY WATCH WITH PRECISION ON THE DIAL

**DRESS WATERPROOF DESIGNS**

ALL GRUEN WATCHES HAVE UNBREAKABLE MAINSPRINGS, ARE ANTI-MAGNETIC, HAVE DUST AND SHOCK PROOF CROWNS

DRESS WATERPROOF

VERI-THIN GLACIER

All steel case. 17 Jewels. Shock and dust resist. Nite-glo dial. Stainless steel back. Expansion band.

15B3946KT

Shpg. wt. 6 oz. 24.95

DRESS WATERPROOF

VERITHIN STEELINE

17 Jewels. Shock and dust resist. Nite-glo dial. Stainless steel back. Expansion band.

15B3939KT

Shpg. wt. 6 oz. 27.55

DRESS WATERPROOF

VERI-THIN TROOPER

17 Jewels. Shock and dust resist. Nite-glo dial. Stainless steel back. Expansion band.

15B3941KT

Shpg. wt. 6 oz. 27.95

As above with black dial

15B3942KT

Shpg. wt. 6 oz. 27.95

DRESS WATERPROOF

VERITHIN DAWN

17 Jewels. Shock and dust resist. Nite-glo dial. 10 kt. Rolled Gold Plate case. Expansion band.

15B3943KT

Shpg. wt. 6 oz. 29.95

SELF WINDING WATER RESIST

AUTOWIND LORRIE

17 Jewels. Shock and dust resist. Nite-glo dial. [illegible] Plate top, stainless steel back. Expansion bracelet.

15B3944KT

Shpg. wt. 6 oz. 44.25

17 JEWELS

CARESSABLE GINA

10 kt. Rolled Gold Plate top, stainless steel back. 10 kt. gold filled cover. Safety chain.

15B3951KT Shpg. wt. 6 oz. 29.75

As above in white

15B3952KT Shpg. wt. 6 oz. 29.75

2 DIAMONDS

CARESSABLE KIM

17 Jewels. 10 kt. Rolled Gold Plate top, stainless steel back. 10 kt. gold filled cover. Safety chain.

15B3946KT

Shpg. wt. 6 oz. 40.70

As above in yellow

15B3950KT

Shpg. wt. 6 oz. 40.70

FACETED CRYSTAL

CAROL 17 Jewels. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.

15B3947KT

Shpg. wt. 6 oz. $24.95

As above in white

15B3948KT

Shpg. wt. 6 oz. 24.95

17 JEWELS

ANNA

10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.

15B3945KT

Shpg. wt. 6 oz. 26.95

As above in white

15B3949KT

Shpg. wt. 6 oz. 26.95

THE FAMOUS [illegible]-THIN

# GRUEN

All Gruen Watches Have Precision Movements Unbreakable Mainsprings Anti Ant Magnetic Have Dust and Shock Proof Cases

* Waterproof as long as case, crown, crystal remain intact

THE
## PRECISION WATCH
SINCE 1874

Watches from the Most Modern Watch Factory in Switzerland

### ACCUMATIC A
★ ELECTRIC WATCH
★ WATERPROOF*

4766W6750 Electro-mechanical battery model. The watch of the future. Never failing accuracy. Unbreakable accuracy. Yellow case with matching expansion band. Waterproof*, dust and shock protected. Battery can be changed by owner. Protected against battery corrosion. Retail $100.00

### AUTOWIND BARON
★ SELF-WINDING
★ 14K GOLD

4767W7400 Smart to detail and color. 14K Yellow rolled gold plate case. 21 jewel self-winding movement. Waterproof* shock and dust resist. Unbreakable mainspring. Fine satin strap. Retail $125.00

### AUTOWIND RAM
★ 65 JEWELS
★ SELF-WINDING

4768W6800 The ultimate in automatic timekeeping. Self winding 65 jewel movement. Waterproof* all steel case. Shock resist and dust proof. Nite-glo dial. Unbreakable mainspring. Matching expansion bar. Retail $125.00

### AUTOWIND COMET
★ SELF-WINDING
★ WATERPROOF*

4769W2975—Designed for handsome appearance in durable waterproof* chrome plated case with stainless steel back. 17 jewels, self-winding movement. Shock resist and dust proof. Nite-glo dial. Unbreakable mainspring. Matching expansion band. Retail $40.75

### WRIST ALARM
★ DUO-TONE
★ 17 JEWELS

4770W6500 Dual-tone wrist alarm watch. The proper call time was sound to be from 17 jewel 10K Yellow-rolled Gold plate with stainless steel back. Shock resist and dust proof. Unbreakable mainspring. Expansion band. Retail $100.00

6 DIAMONDS PETITE MONTEREY

4 DIAMONDS PETITE BALI

### PETITE MONTEREY
4771W8350—Bright in appearance, merry in color. A graceful creation in 14K White Gold with 6 sparkling Diamonds. 17 jewel precision movement. Unbreakable mainspring. Black Cord.
Retail $150.00

### PETITE BALI
4772W7250 -An elegant creation of modern loveliness. Beautifully designed 14K White Gold case set with 4 fine Diamonds. 17 jewel precision movement. Unbreakable mainspring. Black cord.
Retail $125.00

10 DIAMONDS FIESTA

2 DIAMONDS VOGUE

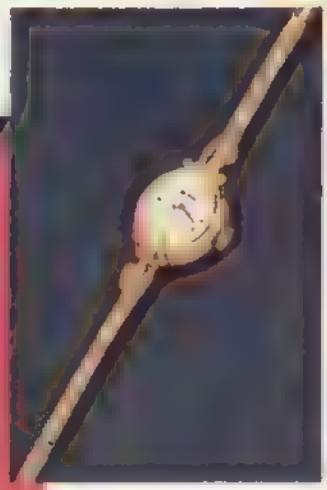
### DIAMOND FIESTA
4773W7800—Magic in mood, rhythmic in Diamonds. An exquisite design in 14K White Gold case with 10 beautiful Diamonds. 17 jewel precision movement. Unbreakable mainspring. Beautiful 10K Gold-filled expansion bracelet.
Retail $160.00

### DIAMOND VOGUE
4774W3375—2 Diamonds set in a beautiful 10K Yellow rolled Gold plate case with stainless steel back. 17 jewel breakable mainspring. Matching 10K Gold-filled expansion bracelet.
Retail $49.75
4775W3375—Same as above in White.
Retail $49.75

RETAIL PRICES INCLUDE FEDERAL TAX

Illustrations Reduced

### SAN REMO
4776W5900—Dainty and petite. [illegible] with a 17 jewel precision movement. 14K Yellow Gold case. Unbreakable mainspring. Black cord. Retail $100.00



### CARMEN
★ 14K GOLD
★ 17 JEWELS

4777W5350 -Elegant simplicity, oval shaped case. 14K Yellow Gold case. 17 jewel [illegible] breakable mainspring. 10K Gold-filled expansion bracelet. Retail $95.00
4778W5350 Same as above in 14K White Gold. Retail $95.00

# DRESS WATERPROOF* DESIGNS

# GRUEN

## Precision*...priceless quality in watchmaking

**(A) HORIZON** Dress, waterproof*. Shock, dust resist. 17 Jewel Gruen Precision mvt. Chrome plated top, stainless steel back. Expansion band
**4727W1935** . . . . . **Retail $39.75**

**(B) VERI-THIN ATLAS** Waterproof* Shock dust resist Nite-glo dial 17 Jewel Gruen Precision mvt Stainless steel back, Expansion band
**4728W2755** . . . . . **Retail $59.50**

**(C) VERI-THIN TRAVELER** New waterproof* stainless steel watch 17 Jewel Gruen Precision mvt. Shock, dust resist, nite-glo dial. Expansion band
**4729W2495** . . . . . **Retail $49.75**

**(D) VERI-THIN VICTOR** Waterproof* Shock, dust resist, nite-glo dial, 17 Jewel Gruen Precision mvt. Stainless steel back Expansion band.
**4730W2755** **Retail $59.50**
As above in black dial **4731W2755** . . . . . **Retail $59.50**

**(E) VERI-THIN TROJAN** Dress watch that's waterproof* too. 17 Jewel Gruen Precision mvt. 10 kt. Rolled Gold Plated case. Expansion band
**4732W3050** **Retail $65.00**
As above in black dial **4733W3050** . . . . . **Retail $65.00**

**(G) VERI-THIN KNIGHT** Masculine elegance in 14 kt gold . . . and waterproof* Florentine bezel, 17 Jewel Gruen Precision movement.
**4734W6500** **Retail $150.00**
As above with white case **4735W6500** . . . . . **Retail $150.00**

THE FAMOUS VERI-THIN

Factory Sealed After Precision Performance Tests

**(H) AQUA MAID** Feminine and practical waterproof*. 17 Jewel Gruen Precision movement Shock, dust resist. Stainless steel back. Expansion bracelet.
**4737W2810** . . . . . **Retail $59.50**

**(J) SEA SHELL** Waterproof* with 17 Jewel Gruen Precision movement Chrome plated top, stainless steel back. Designed expansion bracelet
**4736W2205** . . . . . **Retail $49.75**

**(K) AUTOWIND NYMPH** Dainty self-winding watch, water resist* tool 17 Jewel Gruen Precision movement in 10 kt. Rolled Gold Plate top stainless steel back case. Shock and dust resist with nite-glo dial Expansion bracelet
**4738W4425** . . . . . **Retail $85.00**

All Gruen Watches have unbreakable mainsprings... are anti-magnetic... have dust and shock proof crowns

*as long as case crown, crystal remain intact Retail Prices include Federal Tax

Retail Prices are suggested only and may vary in different trading areas

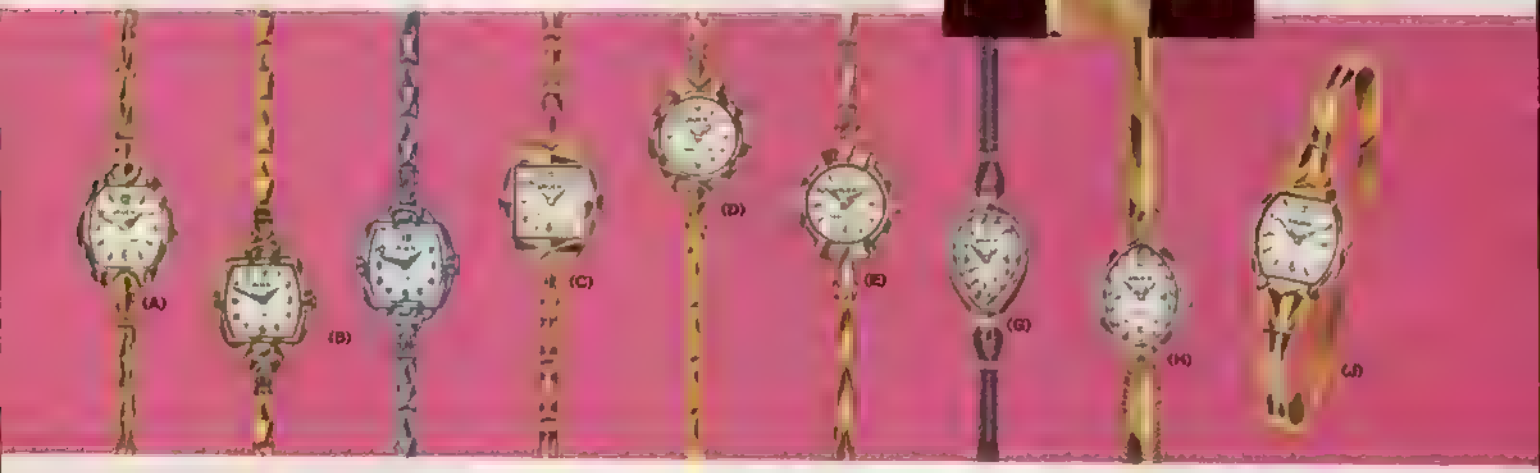
# GRUEN

## The Precision® Watch Since 1874

GENEVA
BIENNE

TORONTO
NEW YORK

*Our Modern Watchmaking Plant in Bienne, Switzerland*




**(A) WINNIE** Feminine face. 17 Jewel Gruen Precision movement. 10 kt. Rolled Gold Plate case. Accented expansion bracelet.
4711W2495 . . . . . Retail $39.75
As above in white 4712W2495 . . . . . Retail $39.75

**(B) CORONET** 17 Jewel Gruen Precision movement. 10 kt. Rolled Gold Plate top, stainless steel back case. Expansion bracelet
4713W2325 . . . . . Retail $49.75
As above in white 4714W2325 . . . . . Retail $49.75

**(C) LUCERNE** Sleekly styled 17 Jewel Gruen Precision watch. 10 kt Rolled Gold Plate top, stainless steel back. Expansion bracelet
4715W2325 . . . . . Retail $49.75
As above in white 4716W2325 . . . . . Retail $49.75

**(D) LUBEL** New fashion look 17 Jewel Gruen Precision movement 10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet
4717W2410 . . . . . Retail $49.75
As above in white 4718W2410 . . . . . Retail $49.75

**(E) CORAL** Charming 17 Jewel Gruen Precision watch. 10 kt Rolled Gold Plate top, stainless steel back. Fashion value; expansion bracelet
4719W2325 Retail $49.75
As above in white 4720W2325 Retail $49.75

**(G) RHODA** Petite and charming with 17 Jewel Gruen Precision movement. 10 Kt Rolled Gold Plate top, stainless steel back. Faceted crystal
4721W2945 Retail $59.50
As above in white 4722W2945 Retail $59.50

**(H) NANETTE** Charming and fanciful 17 Jewel Gruen Precision movement. 10 kt Rolled Gold Plate case. Bevelled bracelet. Faceted crystal
4723W3750 Retail $75.00
As above in white 4724W3750 Retail $75.00

**(J) CARESSABLE SUSAN** 17 Jewel Gruen Precision movement. 10 kt Rolled Gold Plate top, stainless steel back. 10 kt. gold filled arms.
4725W2900 . . . . . Retail $59.50
As above in white 4726W2900 . . . . . Retail $59.50

**(K) DUKE** Luxury in 14 kt. gold. 17 Jewel Gruen Precision mvt. for quality . . . a proud possession. Florentine finish expansion band
4707W3350 . . . . . Retail $110.00

**(L) BLADE** Parquet pattern design. Gruen's dependable 17 Jewel Precision movement. Stainless steel back case. Expansion band
4709W2575 Retail $49.75

**(M) BELMONT** Dress waterproof* Shock resist dust proof. Chrome plated top, stainless steel back. 17 Jewel Gruen mvt. Expansion band
4708W2335 . . . . . Retail $39.75

**(N) EAGLE** Waterproof* 17 Jewel Gruen Precision mvt 10 kt yellow Rolled Gold Plate case. Shock, dust resist. Nite-glo dial. Expansion band
4710W2995 . . . . . Retail $71.50

All Gruen Watches have unbreakable mainsprings . . . are anti-magnetic . . . have dust and shock proof crowns.

*as long as case, crown, crystal remain intact.

Retail Prices Include Federal Tax

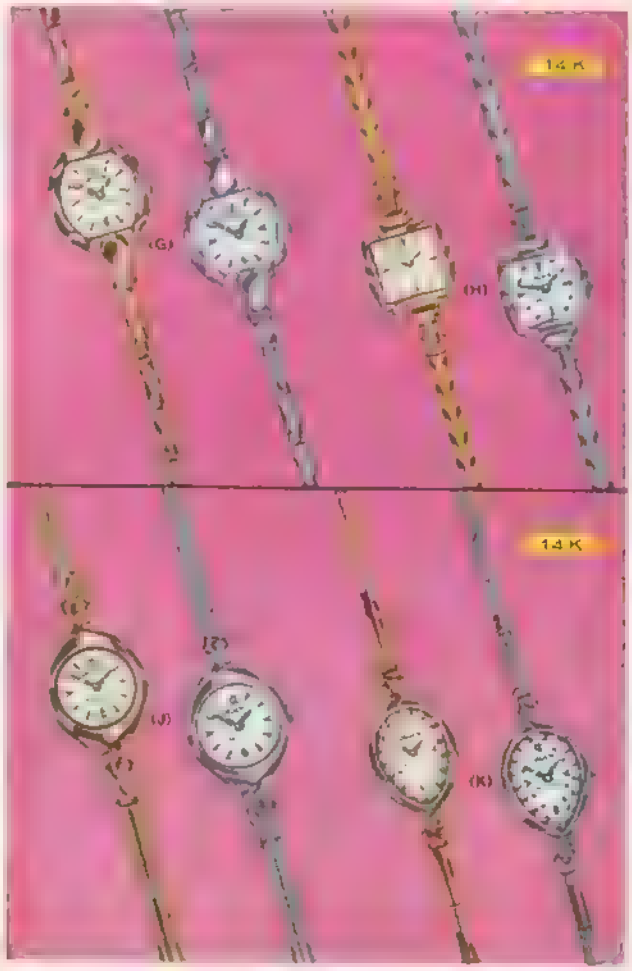
Bennett Brothers, Inc —Your source for excellent watch values

THE *Royal* Gems SERIES

Exquisite Fashions in Diamonds and Gold . . . Budget Priced

# GRUEN...The Fine Swiss Watch Since 1874

## Sold and Serviced in more than 40 countries Throughout the World




**(A) DIAMOND INA** 6 diamonds. 10 kt. Rolled Gold Plate top, stainless steel back. 17 Jewel Gruen Precision movement. Expansion bracelet.
4739W4850 . . . . . **Retail $89.50**

**(B) DIAMOND STACY** 2 diamonds. 17 Jewel timepiece. 10 kt. Rolled Gold Plate top, stainless steel back case. Expansion bracelet.
4740W2895 . . . . . **Retail $59.50**
As above in yellow 4741W2895 . . . . . **Retail $59.50**

**(C) CINDY** 2 diamonds. 10 kt. Rolled Gold Plate top, stainless steel back case. 17 Jewel Gruen Precision mvt. Dainty expansion bracelet
4742W2895 . . . . . **Retail $59.50**

**(D) DIAMOND MODISTE** 4 diamonds. 10 kt. Rolled Gold Plate top, stainless steel back. 17 Jewel Gruen Precision mvt. Expansion bracelet
4743W3995 . . . . . **Retail $71.50**

**(E) DIAMOND LADY** 4 fiery diamonds fashioned in a 14 kt. gold case. 17 Jewel Gruen Precision movement. Unusual mesh expansion bracelet
4744W4850 . . . . . **Retail $100.00**
As above in yellow 4745W4850 . . . . . **Retail $100.00**

**(G) GINGER** Golden height of fashion . . . (14 kt. of course) cradles its 17 Jewel movement. Custom expansion bracelet
4746W3195 . . . . . **Retail $65.00**
As above in white 4747W3195 . . . . . **Retail $65.00**

**(H) DALE** Petite, sophisticated beauty in 14 kt. gold. 17 Jewel Gruen Precision movement. Expansion bracelet.
4748W3550 . . . . . **Retail $71.50**
As above in white 4749W3550 . . . . . **Retail $71.50**

**(J) GOLDEN SWIRL** Gracefully designed. 14 kt. Gold case. Accurate 17 Jewel Gruen timepiece. Mesh bracelet.
4750W3550 . . . . . **Retail $71.50**
As above in white 4751W3550 . . . . . **Retail $71.50**

**(K) JOY** Exquisite tear-drop shape, faceted crystal . . . a glamorous 17 Jewel timepiece. 14 kt. gold case, naturally. Expansion bracelet.
4752W4100 . . . . . **Retail $75.00**
As above in white 4753W4100 . . . . . **Retail $75.00**

All Gruen Watches have unbreakable mainsprings . . . are anti-magnetic . . . have dust and shock proof crowns

*Gift Packaged*

Retail Prices Include Federal Tax

**C CAREY "W".** Needs no pampering! 21 jewel movement is waterproof*, anti-magnetic, shock protected. Unbreakable mainspring, too. Chrome top case, stainless steel back; adjustable expansion band. Luminous dial, sweep second hand.
**1088W2545** Retail **$62.50**

**D CAREY.** A winner in styling and reliability! Waterproof*, anti-magnetic, shock protected 21 jewel movement, unbreakable mainspring. Modern yellow top with stainless steel back; matching adjustable expansion band. Luminous dial; sweep second hand.
**1089W2795** Retail **$69.75**

**A BOOTH "W".** Wafer-slim, self winding watch stands out in elegance and performance. Waterproof*, anti-magnetic, shock protected 17 jewel movement. Unbreakable mainspring. Sleek chrome top case, with stainless steel back; matching expansion band can be adjusted to your wrist size.
**1086W2675** Retail **$65.00**

**B BOOTH.** This coin-slim aristocrat automatically winds itself as you wear it. Waterproof*, anti-magnetic, shock protected to keep perfect time under rugged conditions. 17 jewels. Unbreakable mainspring. Yellow top case with stainless steel back; matching adjustable expansion band.
**1087W2995** Retail **$75.00**

***Nationally Advertised in . . .***

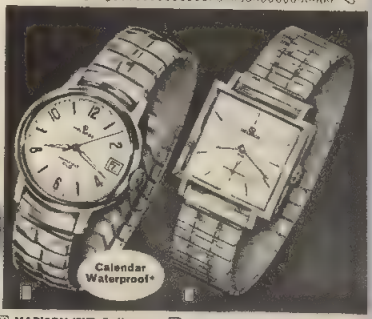
LIFE · POST · seventeen · LOOK · PLAYBOOK · Esquire · Good Housekeeping

# HELBROS

*Helbros watches are world-renowned and this is why: precise workmanship combines with highest standards . . . and superb designs. All boast Lifetime Jeweled movements; guaranteed unbreakable mainspring; shock protection; adjustable-length expansion bracelets made with links that can be added or removed for perfect fit. Gift boxed.*

**LIFETIME GUARANTEE**
**on all movement parts against breakage**
All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Handling Charge $1.00

**E POLAR.** A champion with waterproof*, anti-magnetic, shock protected 17 jewel movement. Convenient luminous dial and sweep second hand. Chrome top with stainless steel back; matching adjustable expansion band.
**1049W1725** . . Retail **$42.50**
**POLAR "S".** Same as above, all stainless steel case.
**1090W1895** . . . . Retail **$45.00**




**Add 10% Federal Excise Tax if not for resale.**

**F BATES "W".** Only the features are expensive! Winds itself, waterproof*, anti magnetic, shock protected. Luminous dial with sweep second hand. Chrome top case, stainless steel back; matching expansion band 7 jewels.
**1091W1995** Retail **$47.50**
**BATES.** As above, yellow.
**1092W2250** Retail **$55.00**

**G HUNT.** For the man of action! A masterpiece of precision with waterproof* anti-magnetic, shock protected 17 jewel movement. Sweep second hand on luminous dial. Well-tailored yellow top case, stainless steel back, matching adjustable expansion band.
**1093W2175** Retail **$52.50**

**H MADISON "W".** Indicates time and date automatically Waterproof*, anti-magnetic, shock protected 17 jewel movement. Sweep second hand, luminous dial. Chrome top case stainless steel back, matching adjustable expansion band.
**1001W1995** Retail **$47.50**
**MADISON.** Same, in yellow
**1094W2345** Retail **$57.50**

**J HYDE.** Faultlessly fashioned square dress watch with the look of leadership. Bold modern strokes mark the hours on the clean dial, second hand. Shock protected, unbreakable mainspring. Yellow top case with stainless steel back; matching adjustable expansion band. 17 Lifetime jewels.
**1095W2375** Retail **$57.50**

**Waterproof provided crystal and crown are intact, case unopened*

**A JUDGE "W".** Wafer slim watch that is the ultimate in timepiece value. Waterproof*, anti-magnetic, shock protected 17 jewel movement. Sweep second hand on luminous dial. Chrome top case, stainless steel back; matching adjustable expansion band.
1007W2075 Retail **$49.75**

**B JUDGE.** Incredibly thin masterpiece of watchmaking! A dependable performer with anti-magnetic, waterproof*, shock protected 17 jewel movement. Neat yellow top case with stainless steel back and matching adjustable link expansion band.
1008W2375 Retail **$57.50**

***Nationally Advertised in . . .***

LIFE · POST · seventeen · LOOK · PLAYBOY · Esquire · Good Housekeeping

# HELBROS

***Nationally advertised, recognized throughout the world as a leader in fine watches! The name Helbros is your assurance of superior quality and excellence in design. Every watch features Lifetime Jeweled movement, guaranteed unbreakable mainspring and shock protection. All expansion bracelets can be lengthened or shortened for perfect fit by adding or subtracting links. Here is a superb collection of watches with the most wanted features. Select yours or choose one for a proud gift. Gift boxed.***

**C CLARK "W".** Convenience plus. This precision timepiece not only winds itself, but gives you both date and time. Waterproof*, anti-magnetic; 17 Lifetime jewels. Luminous dial. Chrome top case, stainless steel back, expansion band.
1005W2975 Retail **$71.50**

**CLARK.** Yellow top, steel back
1006W3225 Retail **$82.50**

**D RHODES.** 25-jewel automatic watch of unquestioned accuracy. Winds itself as you wear it. Boldly modern square case has yellow top, stainless steel back, matching adjustable link expansion band. Sweep second hand.
1062W3975 Retail **$97.50**

**RHODES "W".** Same, in white
1063W3975 Retail **$97.50**

**LIFETIME GUARANTEE**

**on all movement parts against breakage**

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Handling Charge $1.00

**E JACK.** Outstanding teen-age favorite! Waterproof*, anti-magnetic; luminous, full-figure dial with sweep second hand. Chrome top case, stainless steel back, adjustable-link expansion band. 7 jewels
1009W1345 . . . . . Retail **$29.75**

**F JILL.** Vivacious teen-age charmer! Yellow top case frames a full-figure, square dial. Shock protected; 7 jewels. Stainless steel back. Links can be added or removed from matching adjustable expansion bracelet.
1011W1525 . . Retail **$35.00**

**JILL "W".** Same, in white.
1012W1525 . . Retail **$35.00**

**Waterproof provided crystal and crown are intact, case unopened.*

**Add 10% Federal Excise Tax if not for resale.**

**G ORION "W".** Superior looks and accuracy at an amazingly small price. Waterproof*, anti-magnetic; sweep second hand on luminous dial. Shock protected; unbreakable main spring. Handsome chrome top case; stainless steel back, matching expansion band adjusts to fit. 7 jewels.
1050W1345 Retail **$29.75**

**ORION,** Same, in yellow.
1051W1645 Retail **$37.50**

**H OTIS.** Deserves high praise with its handsome Florentine textured dial. Dressy circular case in yellow with stainless steel back. Matching adjustable expansion bracelet. 7 jewels. Anti-magnetic, shock protected. Sweep second hand.
1058W1475 Retail **$33.75**

**J ANSON.** Ultra thin dress watch enhanced by an elegant clean swept dial inclosed in a modern yellow top case. Smartly handsome with fine black suede leather strap. 17 jewels for split-second accuracy. Shock-protected. Stainless steel back.
1064W2375 Retail **$57.50**

**ANSON "W".** Same, in white
1065W2235 Retail **$55.00**

**(A) ABBEY.** Glamorous oval case of 10K yellow rolled gold plate with stainless steel back . . . smartly accented by faceted crystal and matching, adjustable expansion bracelet. 17 Lifetime jewels, shock protected, unbreakable mainspring
1066W2150. Retail $52.50

**ABBEY "W".** Same, in white.
1067W2150 Retail $52.50

## So Petite, Watches Slip Through A Ring

**(B) ETUDE.** Petite, lyrical interpretation of square motif. 10K rolled gold plate top case with stainless steel back Harmonizing expansion bracelet adjusts to size. 17 Lifetime jewels, shock protected, unbreakable mainspring
1015W2525 . Retail $59.75
**ETUDE "W".** Same, in white.
1016W2525 . Retail $59.75

**(C) VIOLA.** Exquisite miniature! Our tiniest marquise shape watch in 10K yellow rolled gold plate case with stainless steel back Matching adjustable expansion bracelet. 17 jewels, shock protected unbreakable mainspring
1019W2645 Retail $65.00
**VIOLA "W".** Same, in white.
1020W2645 Retail $65.00

**(D) SIBYL.** Excitingly new, petite shield shaped case of 10K yellow rolled gold plate with stainless steel back. Tapered links and flexible mesh blend into a slim bracelet. 17 jewels, shock protected, unbreakable mainspring
1068W2795 Retail $69.75
**SIBYL "W".** Same, in white.
1069W2795 Retail $69.75

# HELBROS

*Glorious watch fashions created by Helbros . . . famous the world over for the ultimate in precision craftsmanship, combined with beauty of design. Electronically tested Lifetime jewel movements, guaranteed unbreakable mainsprings, shock protected. Expansion bracelets fit perfectly, thanks to the quick link-adjustment feature. Watches to please every feminine whim . . . from petites to diamond emblazoned tailored designs.*

**LIFETIME GUARANTEE**
**on all movement parts against breakage**
All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Handling Charge $1.00

**(E) DULCY.** Now every woman can afford a high styled HELBROS. Deftly curved pear shape 10K rolled gold plate case, stainless steel back Matching expansion bracelet 7 jewels, shock protected, unbreakable mainspring.
1070W1595 Retail $37.50
**DULCY "W".** Same, in white
1071W1595 Retail $37.50

**(F) MALVA "W".** Favorite of active women! Waterproof* shock protected, anti-magnetic with unbreakable mainspring. Sweep second hand on luminous dial. Chrome top case, stainless steel back Leather strap 7 jewels
1041W1595 . Retail $37.50
**MALVA.** Same, yellow top.
1042W1735 Retail $39.75

**Nationally Advertised in . . .**

LIFE · POST · seventeen · LOOK · PLAYBOY · Esquire · Good Housekeeping

Add 10% Federal Excise Tax if not for resale.

**(G) SARA.** Delicately designed square case of 10K yellow rolled gold plate with stainless steel back complemented by a matching expansion bracelet that adjusts to any size. 17 Lifetime jewels, shock protected, unbreakable mainspring.
1033W1995
Retail $47.50
**SARA "W".** Same as above, in white
1034W1995
Retail $47.50

**(H) RENATA.** Two shimmering diamonds give a magical glow to the square yellow top case; stainless steel back. Matching expansion bracelet. 17 Lifetime jewels, shock protected
1072W2545 Retail $62.50
**RENATA "W".** Same white
1073W2545 Retail $62.50

**(J) MONACO.** Four brilliant diamonds lavish this marquise shape watch of 10K yellow rolled gold plate, stainless steel back. Matching expansion bracelet. 17 Lifetime jewels, shock protected.
1074W2975 Retail $71.50
**MONACO "W".** Same, white
1075W2975 Retail $71.50

**Waterproof provided crystal and crown are intact, case unopened.*

## Fashion Favors The Diminutive Timepiece

**A KARA.** Sensational 21 Lifetime jewel movement. Fascinating, fashionable square case of 10K yellow rolled gold plate with stainless steel back. Matching adjustable expansion bracelet. Shock protected, unbreakable mainspring.
**1076W2745** Retail **$67.50**
**KARA "W".** Same, in white.
**1077W2745** Retail **$67.50**

**B VENICE.** Diminutive 21 jewel beauty. Delicate scrolls accent a miniature pear shape case of 10K yellow rolled gold plate; stainless steel back. Matching adjustable expansion bracelet. Shock protected, unbreakable mainspring.
**1078W2795** Retail **$69.75**
**VENICE "W".** Same, in white.
**1079W2795** Retail **$69.75**

**C LYRE.** 21 Lifetime jewel accuracy in a stunning leaf motif case of 10K yellow rolled gold plate with Florentine accents. Match-mated leaf motif, adjustable expansion bracelet. Shock protected, unbreakable mainspring.
**1080W2795** Retail **$69.75**
**LYRE "W".** Same, in white.
**1081W2795** Retail **$69.75**

# HELBROS

**Add 10% Federal Excise Tax if not for resale.**

**LIFETIME GUARANTEE**
**on all movement parts against breakage**

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Handling Charge $1.00

*Masterpieces in time for her! By HELBROS, the name that's recognized around the world for unsurpassed design and unfailing accuracy. You make an impression when you wear a HELBROS or give a HELBROS. Each has a guaranteed unbreakable mainspring, anti-magnetic and shock protected, electronically tested Lifetime jeweled movement. Every expansion bracelet can be lengthened or shortened quickly for personal fit.*

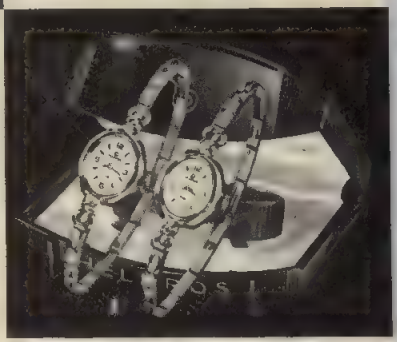
***Nationally Advertised in . . .***

PLAYBOY · LIFE · POST · seventeen · LOOK · Esquire · Good Housekeeping

**H DUET.** Two diamonds sparkle in a skillfully sculptured oval case of 10K yellow rolled gold plate. 21 Lifetime jewels. Matching, adjustable expansion bracelet. Shock protected, unbreakable mainspring.
**1082W3175** Retail **$79.50**
**DUET "W".** Same in white
**1083W3175** Retail **$79.50**

**J MAGDA.** 4 heavenly diamonds . . . 21 jewels. Leaf motif, marquise shape case of 10K yellow rolled gold plate, stainless steel back. Coordinated, easy-to-adjust expansion bracelet. Shock protected.
**1084W3595** Retail **$92.50**
**MAGDA "W".** Same, in white
**1085W3595** Retail **$92.50**

**D IRMA.** Elegant marquise shape case ends in tantalizing swirls. 10K yellow rolled gold plate top; stainless steel back. Matching expansion bracelet. 17 jewels, shock protected.
**1039W2195** Ret **$55.00**
**IRMA "W".** Same, in white
**1040W2195** Ret **$55.00**



**F MAY.** Looks many times the amazingly low price. Classic oval shape case gleams in rich yellow with stainless steel back. Matching oval-cut expansion bracelet features adjustable fit with add or-subtract links. 7 Lifetime jewels, shock protected, unbreakable mainspring.
**1045W1575** . . . . . Retail **$37.50**
**MAY "W".** Same as above, in white.
**1046W1575** . . . . . Retail **$37.50**

**F MARIE.** Glamorous utility! Nurses' favorite with clear, full figure dial with sweep second hand in 10K yellow rolled gold plate case, stainless steel back. Expans on bracelet. 17 jewels, shock protected.
**1021W2545** Retail **$62.50**
**MARIE "W".** Same, in white.
**1022W2545** Retail **$62.50**

**G SPRITE "W".** Tailored for women on the go. Waterproof*, shock resistant and anti-magnetic. Chrome top case; stainless steel back, matching expansion bracelet. Luminous dial. 17 jewels.
**1043W2445** Retail **$59.75**
**SPRITE.** Same, in yellow
**1044W2625** Retail **$65.00**

**Waterproof provided crystal and crown are intact, case unopened*

*Sears puts at your fingertips*
*more of what America's children want most*

# These Bonomi dolls from ITALY

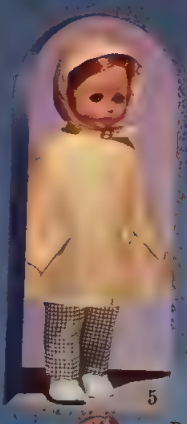
Have you ever seen
a face so cute . .
a side glance so wistful?
Have you ever seen
outfits so smartly styled,
so beautifully detailed,
so definitely continental
in fashion?

**Doll and Outfit $7.98** **Dress Only $3.98**

1 Rich black taffeta frock, accented with white complements platinum blonde hair of this 15-inch vinyl doll. Box pleated skirt, long puffed sleeves, sash. Crisp full pettislip. Knit panties and socks. Vinyl shoes.
49 N 3353—Shpg. wt. 1 lb. 8 oz., $7.98
49 N 3368—Dress only. Wt. 4 oz. . 3.98

2 Pink cotton velveteen party dress is perfect with her chestnut hair. Misty lace edges collar, cuffs, empire front. Full bouffant skirt. Crisp, full skirted pettislip. Knit panties and socks. Vinyl shoes. 15-inch vinyl doll.
49 N 3369—Shipping wt. 1 lb. 8 oz. $7.98
49 N 3373—Dress only. Wt. 4 oz. 3.98

## *Chic outfits made in Italy for Bonomi Dolls*



**Basic Doll in Slip**

**$5.98**

15-in. Bonomi doll. Soft vinyl head, arms, body, jointed. Molded, plastic legs, booted, coiffure hairdo. Tinted nails. Long lashed eyes close. Pink crepe sheer cotton slip. Knit socks, panties, vinyl shoes.

**Blonde.** Wt. 1 lb. 6 oz.
49 N 3351 $5.98

**Brunette.** Wt. 1 lb. 6 oz.
49 N 3352 $5.98

**1 Plaid Dress.** Fringed scarf, cream linen. Laced pockets.
49 N 3374 Wt. 4 oz. $3.98

**2 Resort Set.** Cotton capri pants. Print jacket, hat.
49 N 3375 Wt. 4 oz. $2.98

**3 Beach Set.** 3-piece playsuit. Hooded terry jacket. Cotton.
49 N 3376 Wt. 4 oz. $2.98

**4 Sweater Set.** Knit cardigan, piped in white to match the white pleated skirt. Cotton.
49 N 3377 Wt. 4 oz. $2.98

**5 Checked Slacks,** knit shirt. Plastic rain cape.
49 N 3379 Wt. 5 oz. $3.98

**6 Blue Wool Coat Set.** Lined coat hugs the waist. Chin tie hat. Rayon plaid dress.
49 N 3382 Wt. 5 oz. $5.98

**7 Nylon Ball Gown.** Lacy overlay, caught in sea rope.
49 N 3386 Wt. 5 oz. $5.98

**8 Capri-style Pajama.** Cotton. Sleeveless top and pants are lace trimmed.
49 N 3384 Wt. 4 oz. $2.49

*Doll not included with outfits*

**Tote-All for 15-inch Doll**

**$3.98**

Doll and wardrobe stay fresh in make-believe patent case of supported vinyl. Doll and clothing compartments. Hangers. Doll not included. Ship. wt. 3 lbs. 12 oz.
49 N 9213 $3.98

*Sears puts at your fingertips*
*more of what America's children want most*

*Dress colors may vary*

## This Petitcollin Doll from FRANCE

Her big bright eyes
look out from
under an upswept hairdo
created by a
noted French hair stylist

Her dresses are
Paris-designed to captivate
even the most
fashion-conscious girls

**Doll and Outfit $11.98** **Outfit only $4.98**

**Doll in Pinafore-style Dress.** Demurely perfect for a party for an afternoon white dotted cotton Bow trims each sleeve and skirt Boufiant petticoat adds flare to the skirt Doll is also wearing shoes, socks, panties All, except the plastic shoes are cotton and washable

Shipping weight 2 pounds 6 ounces.
49 N 3387 ... ..... . . $11.98

**Outfit only.**
49 N 3395 Shipping weight 5 oz. $4.98

## Basic Doll with Slip and Panties

**$7.98**

One look at this saucy little doll and you'll know she's French Wide little-girl eyes have a flirty glance are fringed with thick, sweeping lashes and close dreamily when it's bedtime 20 inches tall, she's all vinyl with fully jointed head, arms and legs. Her rooted blonde hair is swept up in a delightful style Basic outfit includes socks and shoes. Build her wardrobe by ordering outfits from these 2 pages

Shipping weight 2 pounds 4 ounces.
49 N 3388..... ..... . $7.98

2 Doll and Outfit $12.98 Outfit only $5.98

3 Doll and Outfit $12.98 Outfit only $5.98

4 Doll and Outfit $11.98 Outfit only $4.98

1 Doll and Outfit $11.98 Outfit only $4.98

## You can order a Petitcollin Doll with any one of these French outfits

**1 Doll with Scoop neck Jumper.** For school, movie dates corduroy. White on white blouse, big puffed sleeves. Cotton.
49 N 3339—Shipping weight 2 pounds 9 ounces . . . $11.98
49 N 3392—Outfit only. Shipping weight 5 ounces. . . . . 4.98

**2 Doll with Jacket Dress.** For shopping trip. Pleated skirt has matching top, Bolero . Frog closings, gold-color buttons. Cotton
49 N 3342—Shipping weight 2 pounds 9 ounces . . . $12.98
49 N 3390—Outfit only. Shipping weight 5 ounces. . . . . 5.98

**3 Doll with Pleated Dress.** For an afternoon out. 4 pearl-colored buttons, pocket chain. Checked cotton
49 N 3337 Shipping weight 2 pounds 9 ounces . . $12.98
49 N 3389 Outfit only. Shipping weight 5 ounces. . . . . 5.98

**4 Doll with A-line Jumper.** Set for school checked blouse sewn to skp. Belt matches blouse. Cotton.
49 N 3338 Shipping weight 2 pounds 9 ounces . . . $11.98
49 N 3394 Outfit only. Shipping weight 5 ounces . . . 4.98

*Dress colors may vary*

**(A) No. 1962**– Has two powerful pickup units, each with separate tone and volume controls, and instantaneous selector switch. 18" long, 13½" wide, 1¾" slim.
47296F5997 ..... $89.95

**No. 9619.** Carrying case
47265F795 ..... $11.50

**(B) No. 1963** –Has three powerful pickup units, each with its own separate tone and volume control. Equipped with an instantaneous selector switch. Play each unit separately, or all three together. 18" long, 13½" wide, 1¾" slim. Beautiful wood–fine finish
4729SF7330 ..... $109.95

**No. 9619.** Carrying case
47265F795 ..... $11.50

**(C) No K571–THINLINE "SPEED DEMON".** 1¾" thin, auditorium size–40¼" x 15" Fully arched spruce top and maple back completely laminated Slim steel reinforced neck, celluloid bound top and back edges Powerful magnetic pickup Separate tone and volume controls Adjustable bridge Shaded walnut finish with golden sunburst top and back
47457F5867 ..... $85.00

**No. 9612**–Carrying case
47459F1200 ..... $16.00

**(D) No. K573**– Same as **No. K71** but with 3 pickups, each with its own separate tone and volume controls. Plays any one of the 3 units individually or all together
47458F8634 ..... $129.50

**No. 9612**–Carrying case.
47459F1200 ..... $16.00

**(E) No. K5961–ELECTRIC BASS.** Four-string model (E, A, D, G) Small and compact. Laminated maple, celluloid bound edges. Steel reinforced neck. Magnetic pickup unit with separate tone and volume controls. Detachable cord.
47263F5330 ..... $79.95

**No. K9619**—Carrying case.
47265F795 ..... $11.50

**(F) No. K102–"VANGUARD" CONTOUR MODEL.** Select hardwood, 36¼" x 12⅜", steel-reinforced neck. Oval fingerboard; inlaid markers; adjustable bridge Maple veneered top and back; Light brown finish, two powerful magnetic pickup units and selector switch
47393F5667 ..... $85.00

**No. K9611**—Carrying case
47402F795 ..... $11.50

**(G) No. K80–"GALAXIE".** 1¾" thin! Gold "K" professional pickup. Maple top and back; celluloid bound edges and top edge inlay. Oval inlaid fingerboard, celluloid-bound; nickel silver frets, Nickel plated hardware. Light walnut finish. 40¼" x 15".
47396F6664 ..... $99.95

**No. K9612** Carrying case ..... $16.00
47459F1200

**(H) No. K672–THINLINE "SWINGMASTER".** 2" thin, 41" x 15" Maple neck with adjustable steel reinforcing rod. Laminated body, arched top and back. Celluloid bound oval fingerboard. Six large inlaid blocks; nickel silver frets Celluloid bound edges, multiple inlay on top. Flat wound strings. 2 Sensitive Gold "K" pickup units Separate tone and volume controls.
47462F11000 ..... $165.00

**No K673**–"SWINGMASTER" with 3 pickup units.
47463F12634 ..... $189.50

**No. K9610**–Carrying case
47464F1235 ..... $17.00

**(J) No. K8127—"SOLO SPECIAL"**—Master size guitar for the professional. Extra deep (4½") master size with slim, balanced tension neck, oval ebony fingerboard with inlaid pearl markers. Venetian shaped ebony bridge. Natural white top of close grained spruce with special ribbing to emphasize the bass tones. The back and sides maple—with a dark walnut shaded finish.
47266F8367 ..... $125.00

**(K) No. K6100—"COUNTRY" MODEL**—Special shape accentuates the round, full bass tones—making it ideal for rhythm work. Slim, steel-reinforced ADJUSTABLE neck. . heavy celluloid binding on body . . bound, genuine oval fingerboard. Natural white spruce top, brown mahogany back and sides . . hand-inlaid rings around sound hole. . beautifully hand-rubbed and polished finish.
47261F4834 ..... $72.50

**(L) No. K6858—STYLE LEADER**—This is one of the best sellers . . . and best-playing instruments in the line! Fully arched, laminated, crack proof maple body . large, super-auditorium size . . . large tone . . . slim, steel-reinforced neck. Adjustable bridge, celluloid guard plate. Shaded reddish brown with golden sunburst.
47309F2400 ..... $36.00

**No. K6858**—Honey blonde with attractive graining.
47310F2400 ..... $36.00

**(M) No. K6836—BIG VALUE LEADER**—Spruce top and laminated maple back and sides, celluloid-bound edges. Hand-rubbed and polished shaded walnut finish, with large sunburst. Slim, steel-reinforced neck, of course. Adjustable rosewood fingerboard.
47314F3467 ..... $52.00

**(N) No. K1000T—ARTIST MODEL TENOR BANJO.** Resonator of laminated maple; edges celluloid-bound. Maple neck with steel reinforcing rod. Celluloid bound fingerboard; hand-inlaid markers. 28 brackets. Chrome-plated cast flange and tension hoop. Adjustable tailpiece with hinged cover. Deluxe non slip fifth string peg. Professional calfskin head.
47267F11667 ..... $175.00

No. K1000—5-string model.
47268F11667 ..... $175.00

**(P) No. K52—PROFESSIONAL MODEL BANJO**—5 strings. Laminated shell and resonator; edges bound in white celluloid. Celluloid bound fingerboard, inlaid markers. Nickel plated cast flange and tension hoop. 20 brackets. Wood arm rest. Quality calfskin head. Natural brown mahogany finish.
47269F6667 ..... $100.00

No. K2T—Tenor Model.
47270F6667 ..... $100.00

**(Q) No. K70—KAY VENETIAN-SHAPE MANDOLIN**—Shaded reddish brown finish, with golden sunburst. Celluloid bound fingerboard; inlaid pearlette markers. White celluloid-bound edges. 2-section nickel-plated tailpiece with removable cover 2 6½" long, 10" wide. Deluxe machine heads with built-in covers.
47291F4995 ..... $75.00

**(R) No. K390—PROFESSIONAL ELECTRIC MANDOLIN**—Adjustable, hi-fi magnetic pickup unit. Separate tone and volume controls . . detachable cord. Celluloid-bound fingerboard; inlaid pearlette markers. Shaded mahogany finish with golden highlights.
47299F6634 ..... $99.50

# KAY GUITAR & AMPLIFIERS

**A. GALAXIE II TRANSISTORIZED AMPLIFIER**—Model K708. Affords stable uniform true sound never before affected by vibrations or voltage variations. No tube changing annoyances. Instantaneous sound no "warm-up" Easy to reach slant control panel. Lightweight, compact, beauty of design. 29" high, 24" wide, 12" deep at bottom, legs elevate 10½"
**47478F2010** ..... $300.00
Model 9662 Reinforced clear plastic cover for K708 Amplifier
**47477F489** ..... $7.00

**B. VANGUARD TRANSISTORIZED AMPLIFIER**—Model K700 Features "Triple Tone Circuit"—3 instrument inputs, each with different tone quality (treble, normal, bass) to increase tonal effects Tone control with AC switch; volume control, 8" speaker 16¾" wide, 13⅜" high, 7" deep at bottom Compact, lightweight, vibrationless.
**47484F4017** ..... $59.95
Model 9660—Clear plastic cover
**47483F368** ..... $5.50

**C. DOUBLE CUTAWAY WITH VIBRATO TAILPIECE**—Model K592 Unusual sparkling burgundy red finish. Laminated select curly maple top and back with fine burgundy red lacquer satin finish Hand rubbed 6 hand inlaid pearl markers Oval rosewood fingerboard, nickel silver frets Separate tone and volume controls, 3-way selector switch Auditorium size—40-¼" x 2" x 15"
**47472F1336** ..... $199 50
**47459F1200**—Carrying case ..... $ 16.00

**D. REVERB POWER PACK UNIT**—Model K710 Functions in parallel to amplifier Adds exciting new dimension to music Produces sound with hi fidelity stereo-like quality Handy control permits intensity variation, 3 jacks—for instrument, for foot switch, for connecting to amplifier. Self-powered by special 4 transistor amplifier. 17½" x 5¼" x 5¼"
**47475F4355** ..... $65.00

**E. VANGUARD VIBRATO AMPLIFIER**—Model 704 Maximum power in a compact lightweight package Features slant panel, smart cabinet design Potent 5-watt output Heavy duty 8" speaker 3 instrument inputs. Tone control with on/off switch; volume control 2 vibrato controls. Input jack for foot switch 16⅜"w , 13⅜"h., 7"d.
**47482F5025** ..... $75.00
**47483F368**—Clear plastic cover. ..... $ 5.50

**F. VANGUARD AMPLIFIER** — Model 705 Designed and engineered for portability and stable, realistic sound. 6 transistor vibrato amp. 10-watt output Heavy duty 10" speaker Treble normo, bass tone circuits to extend tonal range Tone control with AC switch Volume contro Input for foot switch 20"w 17¼"h , 9½" wide at bottom
**47481F6666** ..... $99.50
**47480F402**—Clear plastic cover ..... $ 6.00

**G. BASS AMPLIFIER**—Model K720 Projects the "big bass sound" at its full round best without distortion and with maximum volume. Cabinet 22" x 27" x 9½" Equipped with specially engineered 15" heavy duty speaker UL approved
**47473F3055** ..... $195.00
**47474F502**—Clear plastic cover. ..... $ 7.50

**H. DOUBLE CUTAWAY ELECTRIC GUITAR**—Model K300 New design concept. Sleek, slim "Thin Lite" neck with adjustable truss rod. Oval rosewood fingerboard, nickel silver frets Separate tone and volume controls. 3-way selector switch Hand rubbed curly maple top and back. 14½" x 38½"
**47470F9346** ..... $139.50
**47471F837** Carrying case ..... $ 12.50

**I. VALUE LEADER AMPLIFIER**—Model K703 Handsome styling Powerhouse amplification. 3 instrument inputs 3 tubes; 4-watt undistorted output Specially designed 8" speaker Tone and volume control Cabinet measures 15⅜" x 12½". UL approved
**[illegible]** ..... $47.50
**47486F301** Clear plastic cover ..... $ 4.50

**J. VANGUARD TRANSISTORIZED AMPLIFIER**—Model 706 Easy to read easy and fast to operate slant-control panel Compact portability Vibrato dual channel amp Powerful 15 watt output Heavy duty 15" speaker Two channels with separate volume control Master vibrato speed control 20" wide 17¾" high, 9½" deep at bottom.
**47479F1001G** ..... $149.50
**47480F402**—Clear plastic cover. ..... $ 6.00

**K. GALAXIE I TRANSISTORIZED AMPLIFIER**—Model K707 Compact, lightweight and power packed with full 35 watts for clear, true sound. Unaffected by vibrations or voltage variations. 12" special purpose speaker. 2 channel feature, each with bass and treble boosts Volume control Master vibrato frequency control 24" wide, 20½" high, 12" deep
**47475F1675** ..... $250.00
**47477F469**—Clear plastic cover. ..... $ 7.00

# DeARMOND MICROPHONE PICKUPS & FOOT CONTROLS

A

**A. Rhythm Chief**—Model 1000. Gives undistorted power volume. Flip of finger changes from solo to full rhythm electrically. Detachable cable. Crystal clearness for solo, sharp rhythm.
**47385F2650** ..... **$39.75**

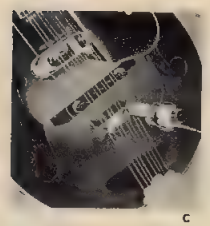
**B. Guitar Pickup**—Model RHC-B. Made to fit average Round Hole Guitar without alteration of instrument. Gives full rich tones with all the quality of a fine gut string guitar. High gain control without annoying feed-back. With or without volume control.
**47386F2167** ..... **$32.50**

B

**C. Mandolin Pickup**—Model 500 Affords fingertip volume control. Amplifies each set of strings with equal volume. Preferred microphone for orchestra and/or solo playing.
**47387F2167** ..... **$32.50**

**D. Violin Pickup**—Model 700. Compact pickup that reproduces the true violin vibrations. Miniature volume control at fingertips. Permits precision control of amplified portions from light shadings to crescendos. Gives new tone effects. No special strings required. All types of bowing respond. Any mute may be used.
**47388F1584** ..... **$23.75**

**E. Pedal Control**—Model 610. Affords combination volume and tone control. Minimum noise level. No lubrication necessary. Rubber treads prevent foot slippage. Complete with 6-ft. connecting cable and two phono jacks.
**47361F3167** ..... **$47.50**



C

**F. Guitar Pickup**—Model FHC-C. Balanced to eliminate string favoring. Detachable cable. Supplied with or without volume control. Left-handed model available.
**47360F2167** ..... **$32.50**

**G. Bass Viol Pickup**—Model 900. More sound with less work, whether plucking, slapping or bowing. All types of bowing respond. No special strings required. No holes to drill—no screws to set. Precision volume control.
**47359F2584** ..... **$38.75**

**H. Pedal Control**—Model 602. Cast aluminum base and treadle styled for appearance and provide minimum weight with durable construction. No wire, cords or springs. Rubber treads prevent foot slippage. Includes 6-ft. connecting cable, two phone jacks.
**47362F2167** ..... **$32.50**

**I. Tremolo Control**—Model 608. Affords variety of tonal variations. Mechanical foot switch permits silent on-off operation. Conveniently located controls. Includes detachable power and extension cords. For 115V, 60 cycle current only.
**47363F2650** ..... **$39.75**

D

**J. Guitar Pickup**—Model 40. Excellent moderately priced pickup. Volume and tone controls. Polished chrome finish. Compact, efficient.
**47487F1397** ..... **$20.95**

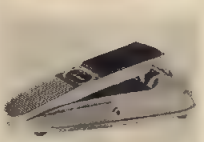
**K. Guitar Pickup**—Model 41. Thin construction permits installation on most guitars. Easily installed. Magnetic type—retains true guitar tones. Fingertip volume and tone controls.
**47488F1397** ..... **$20.95**

**L. Ukulele Pickup**—Model 750. Produces sweet full-rounded music, rich in over-tones and resonance. Vibrations of fine woods in resonating chamber picked up at selected amplitude. Available with volume control as Model 750C.
**47489F1050** ..... **$15.75**

E

F

G



H

I

J

K

L

# LENOX WARE

**Lenoglazed cups resist coffee and tea stains. Clean with ordinary detergents.**

## Complete Service for 8 . . . as low as $29.95

*Now, from the world-renowned maker of Lenox-Ware, comes new break-resistant dinnerware. Neither boiling water nor daily whirls in the dishwasher can harm it. Light, delicate-looking, yet molded of such sturdy Melamine, you can forget about chipping, cracking, breaking. Cups stay bright as new (no coffee or tea stains)—they're "Lenoglazed." An occasional soaking in a detergent keeps them sparkling clean. Every piece guaranteed not to chip, crack or break in 2 years of normal use or it will be replaced FREE*

**1 Golden Rhythm** . . . the finest! So translucent it rivals fine china. So elegant . . . adorned with plumes of glittering gold. Holloware is soft ivory color. Lenoglazed cups. *Mealable.*
**70-4429 C3495** 45-pc. Set. Wt. 17 lbs. . **$49.95**
**70-4437 C4950** 79-pc. Set. Wt. 26 lbs. . . **69.95**

**2 Canterbury** . . . the finest! Sunny daffodils and blue bells bloom on ivory white translucent plates. Beautifully complemented by soft ivory tone holloware. Lenoglazed cups. *Mealable.*
**70-4445 C3495** 45-pc. Set. Wt. 17 lbs. . **$49.95**
**70-4452 C4950** 79-pc. Set. Wt. 26 lbs. . . . **69.95**

See Contents of Sets on facing page

1 Golden Rhythm

2 Canterbury

**3 Sovereign** . . . accents are azure blue! Heavenly on your table . . . so inviting with the white plates, bordered in soft beige and blue. Break-resistant Melamine . . . safe in a child's hands. Lenoglazed cups resist caffeine stains. Guaranteed 2 years. *Mealable.*
**70-4460 C2149** 45-pc. Set. Wt. 15 lbs. . **$29.95**
**70-4478 C3599** 79-pc. Set. Wt. 26 lbs. . . **49.95**

**4 Prairie Gold** . . . holds the riches of the harvest in a theme of gold and brown on white. Butterscotch holloware provides modern contrast. This Melamine dinnerware is highly resistant to breaking . . . guaranteed 2 years. Cups are Lenoglazed to keep them stain-free. *Mealable.*
**70-4486 C2149** 45-pc. Set. Wt. 15 lbs. . **$29.95**
**70-4502 C3599** 79-pc. Set. Wt. 26 lbs. . . . **49.95**

**5 Garland Rose** . . . with misty green holloware. Sweet pink rose buds on stems of soft green, twirl on the edges of snowy white plates. Molded of Melamine . . . light, lustrous, defiant to breaking. Lenoglaze protects the cups against stains. *Mealable.*
**70-4130 C2149** 45-pc. Set. Wt. 15 lbs. . . **$29.95**
**70-4148 C3599** 79-pc. Set. Wt. 26 lbs. . . . **49.95**

3 Sovereign

4 Prairie Gold

5 Garland Rose

# OUTBOARD ENGINES




JOHNSON SEAHORSE 10-HP




GALE




PERKINS ELECTRIC 10-HP




EVINRUDE STARFLITE V75-HP




38-HP BUNDY 500 CC




KIEKHAEFER MERCURY 650

# Their power holds but their versatility is greater

*For the first time in many years, there is no hike in the top horsepower levels; Mercury still leads with its 100-hp models. The outboard motor makers have turned to engineering features and styling to highlight the new power packages.*

### PERKINS

► Perkins Outboard Motors, a British firm with U.S. offices at 12345 Kercheval Ave., Detroit 15, Mich., and an extensive U.S. service and distributorship network, has added to its line this year with a 30-hp electric starting motor, built on the plan of the Perkins 40-hp, leader of the line. Like the 40, the 30-hp is fitted with poppet valves activated by cams on the crankshaft. Throttle and gearshift remote controls are beneath a one-piece removable fiberglass top cowl, and a hinged flap in the cowl permits access to hand starting and carburetor controls. Of identical styling and shroud silhouette to the larger model, the 30-hp is colored silver. Other Perkins motors range from 4½ hp through the 40 hp.

### KIEKHAEFER MERCURY

► Four entirely new models highlight the 1963 line of eight Mercury outboard motors made by the Kiekhaefer Corp., Fond du Lac, Wisc., rated at 20, 35, 65 and 85-hp. The Merc 200, like the complete Merc line, has a full gearshift lower unit, and is a 22 cu. in., two cylinder motor. The Merc 350, 30 cu. in., has electric starting as an optional extra. The Merc 650 four-cylinder in-line is particularly recommended by the company for water skiers, displacing 60 cu. in. The fourth of the new models, the Merc 850, six cylinder in-line model, is recommended for larger craft. The Merc 1000 continues this year as leader of the company's line, and of the outboard field as a whole. It is a six-cylinder in-line, 100-hp rated model. Mercury features "running changes" this year: improved alloys, bearings and switches, closer tolerances, and many insulation, wiring harness, and fits and balancing refinements. All motors from 35-hp up have a newly designed water pickup in the sides of the gearcase strut, and an adjustable trim tab.

### JOHNSON

► Johnson Motors, Waukegan, Ill., has a current line which features "convertible" outboard motors which come as a basic manual model, but are easily converted to electric starting. These are the motors in the 28-hp and 40-hp bracket, and the change-over is made via separate kits for each motor. Both kits have built-in flywheel ring gears, generator pulleys and electric starter brackets, at a price of $90 for either hp kit. Also available in this hp range is a generator kit at $69.50. Although not classed in the company's "convertible" series, the 18 hp can also be converted to electric starting. The kit is $72.50. However, there is no Johnson generator for this model. Many minor refinements are listed for the overall Johnson line, including a different type bolt, a new type alloy screw, a thicker gasket. Mainstay of the line is the 75-hp Electramatic, with the single-lever throttle gearshift lever. Other motors range from 40, 28, 18, 10, 5½ and 3 hp.

### GALE

► Gale Products, Galesburg, Ill., a division of OMC, makes ten motors in six different hps, and at prices ranging from $135 through $900. FOB. Top-rated among the Gales are the Sovereign series 60-hp motors, which are available with electric starting, at $835, or with generator, at $900. The Sovereign series also has 40-hp motors in electric models, at $595, or $660 with generator. The Buccaneer series, too, has a manual 40-hp motor, as well as a manual or electric 25-hp. The Buccaneer 40-hp motor is $500, while the 25's are $445 without, and $535 with generator. Filling out the line are the Buccaneer 3, 5 and 15-hp motors, at $135, $225 and $350, all manual starters and without generators. All models except the 3-hp are available with longer shafts at additional cost, apart from the 60-hp which provides the shaft at no cost.

### BUNDY

► Bundy Marine outboard engines are available in three basic models, the 30-hp 500 E and M, and the 20-hp 300 M, in prices ranging from $595 for the 500 E, which includes alternator and six gal. remote fuel tank; $495 for the 500 M; and $420 for the 300 M, both of which come with a six gal. remote fuel tank, but without the magnetic alternator. Style changes this year have been restricted to internal improvements and refinements, with the 500's having the same pearl with blue-black striping as last year. The 300 is distinguished only by a slightly different striping. Bundy continues to feature its patented reed valve system, with an eight-valve unit for each cylinder in the 500's, and six-valve unit per cylinder in the 300. Route 22, Mountainside, N.J.

### EVINRUDE

► Maintaining its hp range of 3 to 75 hp, Evinrude Motors, Milwaukee 16, Wis., has two de luxe push-button models, three offshore models, two all-purpose models and three motors in the take-along category, with color option on the de luxe engines. The 75-hp Starfiite V, and the 40-hp twin cylinder Lark V come with electric clutch, remote push-button Selectric Shift and generator. The three offshore models include the 75-hp Speedifour, the 40-hp Big Twin electric and the manual Big Twin. The all-purpose motors are the 28-hp Speeditwin and the 18-hp Fastwin; the fishing line are the lightweight 10-hp Sportwin, 5.5-hp Fisherman, and the 3-hp Lightwin. Tank and propeller are standard. In the electric clutch models, the clutch is activated by a push button, with electrically engaged spring clutches replacing the shifting cogs of standard shift models. In the 40- and 75-hp models there are four propellers to choose from. DC generators are available for all models from 28-hp to the Speedifour.

### PROPULSION RESEARCH

► Propulsion Research, Inc., 117 N. 2nd St., Minn. 1, Minn., produces the P-300 outboard motor, as well as the Mach 1200 inboard engine, both jet-thrust power units. Leader of the line is the P-300, a 3-hp motor using jet-thrust created by a horizontal turbine which comes with a separate 3-gal. remote gasoline tank. The P-300 generates a water thrust equal to 4200 lbs. per sq. in. The Mach 1200 features reverse steering. PR also carries the JLT line of propless inboard and outboard motors in 5- to 160-hp range.

### HOMELITE

► The Homelite 4-cycle, 55-hp outboard engine, manufactured by Homelite, division of Textron, Inc., Port Chester, N.Y., is now being marketed on a nationwide basis, after having been tested throughout the South, and on both coasts over this past year. Due to its four rather than conventional two-cycle design, the Homelite burns only gasoline, using oil for lubrication only. The outboard has dual carburetors with fixed high-speed jets, an electric starting unit with a 15-amp alternator, and a 59.4 cubic inch piston displacement. The weight is 227 lbs., with a 9:1 compression ratio. The generally accepted plus factor in a four-cycle outboard is in having less exhaust fumes because no oil is mixed with the gas, a general fuel saving and less noise. Homelite also markets the Safety-Mate remote control center, a separately mounted device which groups all motor controls in one unit. There is a flashing red light and horn signal when the engine overheats or oil pressure drops.

### McCULLOCH SCOTT

► Scott outboard motors, manufactured by Scott division, McCulloch Corp., 6101 W. Century Blvd., Los Angeles, Calif., are available in seven water-cooled models ranging in hp from 3½ through 75-hp, at prices starting at $136 and going to $975. Most powerful unit in the Scott line is the Flying Scott, a 75-hp at 5200 rpm, 3-cylinder, 2-cycle engine with a 3⅛" bore, 2¾" stroke displacing 63.27 cu. in. The Scott Ox is a 14-hp (at 5000 rpm), two-cylinder, two-cycle engine geared to drive a 13" prop, for house or pontoon boat use, $465. Scott also has a fleet of seven fiberglass outboard boats from 14' to 17', which can be bought with or without accompanying Scott outboard engines.

### CARY JET

► The Cary Outboard Motor Division, Huntington, N.Y., has the Italian-built Cary Jet outboard motor, manufactured by Carelli. The C-J is a 4-hp, 4500 rpm unit with a 42 lb. thrust, displacing 5.4 cu. in., weighing 36 lbs., the motor is manually started. Price, $219.95.

### SEACHIEF

► There are seven basic models in the English-made Seachief outboard engines, which range from 1-1½-hp at 4250 rpm, to 18-20-hp at 4500 rpm, and from 22 to 140 lbs. at prices of $99.50 to $735. Gears in the air-cooled outboards are of hardened steel fitted with graphite impregnated bronze bearings run on ground stainless steel shafts. All engines are one-cylinder, except the line leader, the Seachief-20, which is a twin cylinder, two-cycle model. Seachief engines are built by Elk Marine, England, and distributed by Robert Boomer, 23016 Evalyn Ave., Torrance, Calif.

### MINN-KOTA

► Minn-Kota Manufacturing, Inc., Minnehead, Minn., has three models in its line of trolling outboard motors, all are three-speed with cable, direct or gear drive, operating on both six and 12 volts. The Economy model is $78.50, Underwater model, $88.50; and Deluxe model, $98.50, FOB. This year the gear driven unit has been changed from bevel to helical gear, and all models come with an adjustable "anti-kick" bracket.

### CAL-JET

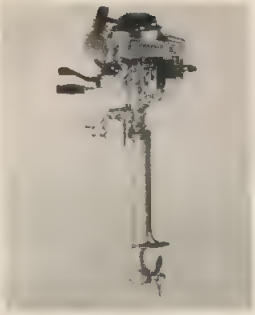
► California Jet Marine and Air Research, Inc., 9747 Wilshire Blvd., Beverly Hills, Calif., has the Cal-Jet line of outboard direct drive hydro-jet engines. Available in two models, the Ramjet 4, at $199 and the Econojet 4, at $169, both are two-cycle 4400-rpm, one-cylinder, 4-hp units. The engines are air-cooled, which, according to the manufacturer, eliminates dangers of running through weeds, flats or over roots. The Ramjet has a recoil starter, the Econojet is automatic.

### WEST BEND

► West Bend Co., Hartford, Wis., maker of the Shark outboard motor, has eight models for 1963, from the 80-hp Tiger Shark 800 to the 3½-hp Shrimp, with ratings of 45, 30, 20, 12, and 7½ hp in-between. All motors are two cylinder, with the exception of the 800, which is four, and the Shrimp, which is one. West Bend also has new fuel induction and combustion features in the 30- and 45-hp Golden Shark models, new this year V reed intake valves of Swedish steel admit fuel along a more direct path from carburetor to combustion chamber in these models.

### AIRBOATS, INC.

► The Airboy line manufactured by Airboats, Inc., Box 5306, Denver 17, Col., offers two new air-drive units, the 9-hp model 90, powered by a 1-cylinder, 4-cycle OMC engine, for small boats, and the 18-hp model 180, a 196-lb. larger craft installation. Both units are available with either permanent or portable mounting kits at $395 for the 90, and $595 for the 180. An electrical system for the 90 is $100. In addition, Airboats builds an aluminum all-purpose boat.



COMANCO'S COMMANDO VI 4-HP

### COMANCO

► Comanco, Inc., Washington Blvd., Culver City, Calif., has the Commando VI, a 4-hp, 22-lb. outboard motor at $99.95. A single-cylinder, air-cooled, two port type, the Commando operates at 5400 rpm. Comes with pistol grip throttle.

### BRITISH SEAGULL

► Leading the British Seagull series of outboard motors is the 2½-hp Forty Plus, a 28 lb., 14" shaft motor turning at 4000 rpm with a 10:35 gear ratio, $115. Other models are the Forty Minus, similar hp, $130, the 100 Century, 4-hp, $175, and the 100 Century Plus, also 4-hp, $190. Information on U.S. distribution from Intra Corp., Box 254, Cambridge 38, Mass.

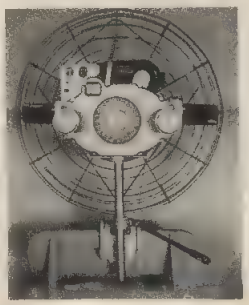
### OUTBOARD JETS

► Leader of the Outboard Jets (San Carlos, Calif.) line is a jet drive that is attached to standard outboard motors, developing 340 lb. thrust on motors in the 25- to 40-hp category. The firm also manufactures other outboard jet drives.

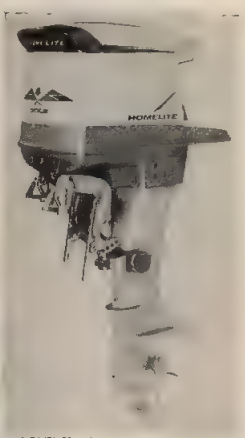
### MUNCIE MIGHTY MITE

► Muncie Gear Works, Inc., Cordele, Ga., manufactures the Neptune Mighty Mite outboard motor, a 1.7-hp lightweight single cylinder, two port, 4000 rpm power unit. Weighing 17 lbs., the Mite is priced at $79.95.

AIRBOY AIR DRIVE UNIT



P-300 JET THRUST MODEL BY PROPULSION RESEARCH

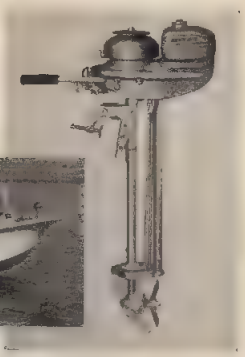



HOMELITE 4 CYCLE 55-HP OUTBOARD

INSTALLED OUTBOARD JET KIT

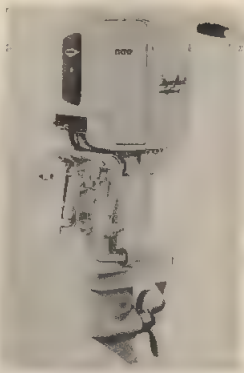
4-HP CARY JET

McCULLOCH FLYING SCOOT BOAT AND OUTBOARD ENGINE



NEPTUNE 17 HP BY MUNCIE GEAR WORKS

MINN-KOTA THREE SPEED TROLLING MODEL

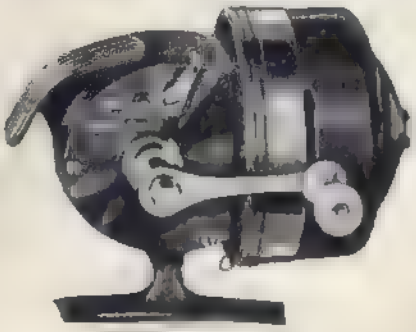


WEST BEND SHARK 800 FOUR CYLINDER MOTOR

BRITISH SEAGULL 40-PLUS 2½-HP MOTOR

CAL-JET'S RAMJET 4

# The NEW...The IMPROVED...The BEST from *Shakespeare*



MODEL NO. 1777
PUSH BUTTON
WONDERCAST REEL

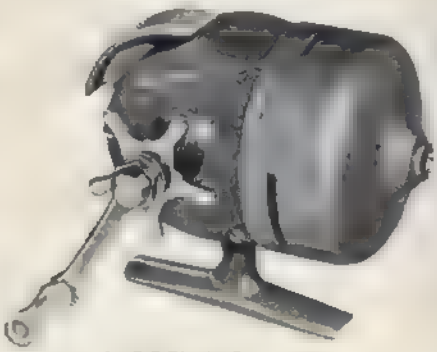
**Spincast Rod and Reel Combination**

The #1777 push-button Wonder Cast Reel and the #219 Two-Piece Wonderod make perfect partners for delightful fishing. Perfect combination for all types of spin-casting. Reel is factory filled with 100 yards of 10 lb test line Rod is two-piece tubular glass 6' long For live bait, spin and bait casting lures ⅛ to 1 oun—

**3639A2346—6' Rod and Push-Button Reel.**
**Mfr's. Sugg. Retail $39.90**

**2787A1173—#219—6' Push Button Wonderod.** Fish-getting power with top-of-the-line styling Omni-Action Wonderod two piece, tubular construction For live bait spin and bait casting lures from ⅛ to 1 oz. Maroon Tru-Arm double offset aluminum handle has extra select extra long specie cork rear grip, Reel-Tyte-Lok reel seat, stainless steel guides and top. Styled in white with maroon nylon winds. In cloth bag
**Mfr's. Sugg. Retail $10.95**

**2787A1173—#1777—Heavy Duty Wondercast Reel.** Push button control. New stopping power for bigger fish. No backlash. Has the new full circle, adjustable microdrag for quick and easy control Factory filled spool with 100 yds. of 10 lb. monofilament. Will also handle 12 lb. Carboloy pickup Outer cone adjusts for drag. Has 4 to 1 gear ratio.
**Mfr's. Sugg Retail $19.95**



MODEL NO. 1773

**3784A585—#1773—Push-Button Wondercast Reel.** Four unit, easy to take apart, of aluminum alloy, anodized and finished in metalescent maple. Has styrene push button, right side crank, made permanently non reversing and equipped with a drag adjusting star. Comes filled to capacity with approx. 90 yds. 8 lb. line. Weighs 8.4 oz.
**Sugg. Retail $9.95**

**Rod and Reel Combination**

The perfect combination for young fishermen The #1773 Push-button Wondercast reel and the #204 Two-Piece Push-button glass rod will provide years of satisfactory performance Reel is filled to capacity with 8 lb. rated monofilament line. Six foot rod is of two piece construction of solid fiber glass. This combination will fill the bill for the beginner-fisherman or price conscious vacationeer.
**3783A870—6' Rod and Reel Combination**
**Mfrs. Sugg Retail $14.90**

**3786A291—#204-6' Two Piece Wonderod.** Spin type guides and offset handle make this rod perfectly adaptable for use with a spin cast or level wind reel. Has the right action for casting all the popular ⅜ oz. lures or angling with live bait Cork grip handle and nickel plated ferrules are features not ordinarily found on rods of this price class
**Mfr's. Sugg. Retail $4.95**

**Wexford "Invisible" Camouflaged Nylon Casting Line**

| Two 50-yard spools. | | Mfr's. Sugg. Retail |
|---|---|---|
| 1640A198 | 15 lb Test | 100 Yards $3.20 |
| 1647A206 | 20 lb. Test. | 100 Yards 3.50 |
| 1648A223 | 25 lb Test | 100 Yards 3.80 |

**Shakespeare S P Mono-Line**

A new monofilament spinning line Super soft, small diameter, stamina to resist loss of strength when knotted For use with open face, closed face and push button reels. Box of 2-100 yds. spools.

| Cat No. | Test | Length | Sugg. Retail |
|---|---|---|---|
| 3230A223 | 6 lb. | 200 yds. | $3.80 |
| 3237A235 | 10 lb | 200 yds. | 4.00 |
| 3238A245 | 12 lb. | 200 yds. | 4.50 |
| 3245A263 | 15 lb. | 200 yds. | 4.80 |

**Squidding Line**

For salt water casting and trolling—for heavy fresh water musky fishing New prestretched coreless Nylon squidding line. Small diameter, high tensile strength; waterproofed Color—Tan. Orders up to 300 yds. will be connected on 50-yd. spools

| Squidding Line | | Sugg Retail |
|---|---|---|
| 1503A91 | 24 lb. 50 yds .. | $1.55 |
| 1504A103 | 36 lb. 50 yds .. | 1.75 |
| 1505A115 | 45 lb. 50 yds | 1.95 |

**Shakespeare Wonderfloat**

A floating fly line that will cast as well as float! New chemically compounded Wonderfloat finish These lines float for days without dressing, yet the exclusive "floating jacket" gives weight for effortless fly casting. Wonderfloat fly lines are packaged in round plastic boxes 25 yds. Sugg Retail

**2000A182—Size D ..... $3.10**
2081A191 Size C 3.25

## DREMEL ELECTRIC FISH SCALER

**3650A1197 -This convenient model plugs into the cigarette lighter in your car, boat or can be powered by any ¼" drill, gives you fast clean scaling action wherever you go. It scales any fresh or salt water fish with just a few passes on both sides Equipped with 12 ft. electric cord, operates on a 12 volt motor which has a low current drain Scaler head has take apart design of tough plastic with four replaceable stainless steel blades with serrated edges. Ship. wt. 6 lbs**
**Mfr's. Sugg. Retail $12.95**

## IMPERIAL *Whirlaway . . .*

**New Balance in Spin-Fishing**

**3135A1617—A perfectly balanced automatic reel and 6½' rod combination. Two-piece natural tubular glass shaft fits into handle with the built-in fully enclosed reel Reel features Outside dial drag control and thumb rest enclosed full bail pick-up; phenolic spool moves forward and back prevents twisting and snarling of line complete viewing of line and reel function through translucent band in handle Wound with 50 yds. nylon line Ship. Wt. 1 lbs**
**Mfr's. Sugg. Retail $29.95**

**PFLUEGER Fish Finder**

**3791A4955— This amazing electronic device locates one fish or a school without guess work. The Fish Finder scans the entire area, 360 degrees for a range of 250 to 300 ft. around the angler as well as straight down Fish Finder consists of a portable finding unit housing batteries and transducers and attached set of stethoscope type earphones Transducer unit sends out a 4 degree conical beam With head phones in place angler listens for the fish Beam operates up to a 300 ft range and picks up a change in wave length resulting from a moving fish or object. Since the beam is only 4 degrees wide the angler knows precisely where to cast The fish-finder works on the Doppler effect used in airborne radar Unit is powered by two nine volt transistor radio batteries (not included). Unit weighs approx 4 lbs**
**Mfr's. Sugg Retail $70.95**

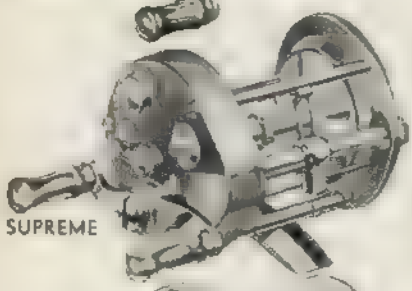
# PFLUEGER *A Great Name in Tackle*

FREE SPOOL SUPREME



**Free Spool Supreme**

**3642A2250**—Automatic push button free spool assures extra long casts—even when using extremely light lures. Smooth star wheel type drag may be adjusted while playing fish. Slow take-up with infinite settings. Handles small diameter monofilament as well as braided line. Equipped with many accessories including a zipper Naugahyde reel case. Reel weighs approximately 8 oz. Truly a reel for the discriminate angler **Mfr's. Sugg. Retail $47.50**



SUPREME

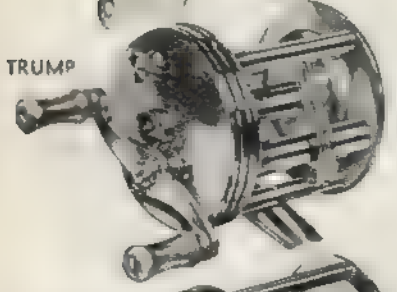
**Supreme—the Aristocrat of Bait Casting Reels**

**2247A2250**—Rugged, lightweight reel for fresh water bait casting or trolling. Made of die cast aluminum, finished in satin chrome. Major working parts may be lubricated from outside. Spare pawl in reel cap. Adjustable anti-back-lash regulator. 1⅞" pillar—2¼" plate. Wt. 7½ oz. **Sugg. Ret $37.50**

SUMMIT

**Pflueger Summit Casting Reel**

**2250A1017**—Extra phosphor bronze line guide block prevents welding. Recess feature permits line to flow evenly on spool. Gears and working parts can be lubricated from outside. Extra pawl in receptacle built into reel. The bronze gear, special alloy steel pinion, phosphor bronze bearings and Diamalloy pivots are durable and resistant to rust and salt water corrosion. **Mfr's. Sugg. Retail $16.95**



TRUMP

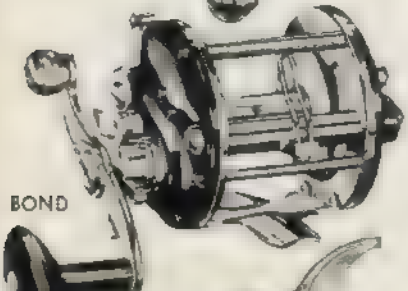
**Pflueger Trump—Sturdy and Dependable Casting Reel**

**2249A477**—Anti-back-lash, graduated tension reel with corrosion resistant level wind mechanism. Special pivots and gear spank fingers are Diamalloy—a special metal, highly resistant to wear, rust, and salt water corrosion. 1⅞" pillar—2¼" plate. **Sugg. Retail $7.95**

ROCKET

**Pflueger Rocket Highly Versatile Reel**

**2253A1050**—Heavily Chromium-plated brass reel has both level wind and star wheel drag. Suitable **for fresh and salt water fishing.** Designed for Monofilament line. Large brass gears and all bronze bearings. Adjustable anti-back-lash. Includes double handle crank. Wt. 14⅛ oz. **Sugg. Retail $17.50**

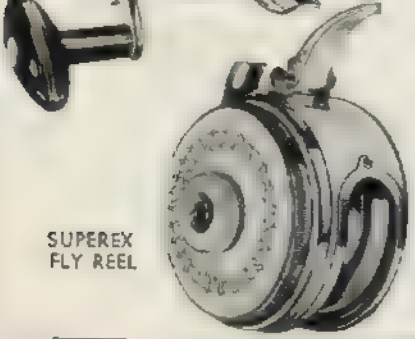


BOND

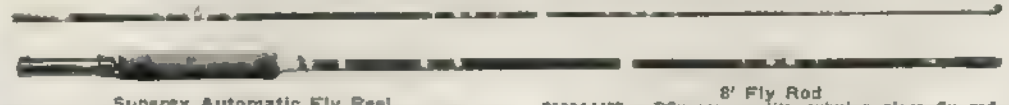
**Pflueger Bond Reel**

**2678A897**—The Bond is a new reel for **salt water or fresh water fishing.** Equipped with **Star Drag, Freespool, and Level Wind.** The level wind is geared so it runs when main gear is in freespool. Designed for monofilament or braided line. Bakelite plates with Chrome rings. Line cap 200 yds. 27 lb. test braided nylon line or 300 yds. of 15 lb. test Merit monofilament line. Wt. 15½ oz.

**Mfr's. Sugg. Retail $14.95**



SUPEREX FLY REEL



**Superex Automatic Fly Reel**

**3129A777**—Lightweight 9 oz.) and designed for Quick-Take-Apart Reel. 32 yds. of C Line. Retrieves 24 de per spring wind. Free stripping clutch. Aluminum anodized housing with stainless steel crossplate, one gudie and axle. Brass gears and stainless steel pinion. Must nylon release lever or trigger, which folds against reel for easy storage **Mfr's. Sugg. Retail $12.95**

**5½' Bait Casting Rod**

**3843A1797**—A medium action rod that comes in one piece with a detachable handle and chuck. Fine nylon windings are applied over [illegible] silver foil. Precision made guides and [illegible] are used. Tip guides and lower [illegible] long wearing Carboloy. Other guides [illegible] quality, long wearing Chrome Plated [illegible] Screw [illegible] packed [illegible] Companion for Free Spool Supreme Reel shown at left.

**Mfr's. Sugg. Retail $29.95**



**5½' Bait Casting Rod**

**3122A1497**—Pflueger's bait casting rod, for fishermen who appreciate the finest. Medium action, specially constructed of tubular glass. Lightweight, and yet with enough backbone to land the largest fighting musky. Reel [illegible] fast, easy mounting for reel. Gray finish handle with species cork grip. Four long-wearing guides including a carboloy first guide. **For the finest in balanced tackle, use this rod with the compan on reel shown at left.**

**Mfr's. Sugg. Retail $24.95**



**5½' Bait Casting Rod**

**3123A1197**—High quality tubular glass casting rod. Medium action. Maroon handle, has "Speedlock" reel seat with specie cork grip. Screw-type foregrip. Natural one-piece tip has [illegible] silver foil. Four chrome-plated stainless steel graduated guides and tip [illegible] Packed [illegible] with dowel rod support. **For the finest in balanced tackle, use this rod with compan on reel shown at left.**

**Mfr's. Sugg. Retail $19.95**



**6' Spin Casting Rod**

**3844A597**—A two-piece glass rod for enclosed spinning reels as well as conventional casting reels. Medium action tip and solid butt section. Detachable handle with "speedlock" reel seat and species cork grip. Three Chrome Plated Stainless steel graduated guides and tip guide. Comes packed in a plastic bag. **Companion for Trump reel shown at left.** **Sugg. Retail $9.95**



**6' Heavy Duty Casting Rod**

**3241A897**—Solid glass rod, perfect for heavy-duty fresh water casting and trolling or light salt water pier fishing. **Ideally suited for Rocket Reel (shown at left)** or the latest heavy duty enclosed spinning reels. This is also a terrific rod for muskie fishing. Chrome handle has "Speedlock" reel seat. Species cork grip with foregrip combine to make a long, comfortable handle. Packed in cloth bag.

**Mfr's. Sugg. Retail $14.95**



**7½' Boat Rod**

**3127A897**—Two-piece solid glass rod for fresh water or salt water. Particularly ideal for catfish using the Pflueger Bond or Rocket. 22" ash handle is attached to butt section. Chrome reel seat. Extra heavy duty ferrule for added strength. White tip with green windings and black trim. Four Chrome-plated Stainless Steel guides and tip guide. Packed in a cloth bag. **For balanced tackle, use this rod with the companion reel shown at left.** **Sugg. Ret. $14.95**



**8' Fly Rod**

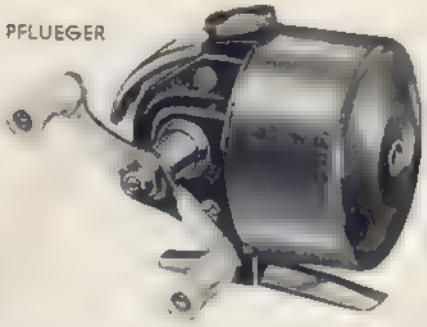
**3130A1497**— Pflueger quality tubular glass fly rod. Two piece tip finished in metallic gray with black [illegible] over silver foil. Handle is [illegible] cork arh silver colored reel seat and locking hood. Six long-wearing chrome plated snake guides, tip top keeper ring. Packed in a bag inside fibreboard tube with screw cap. **For balanced tackle use this rod with the reel shown at left.** **Mfr's. Sugg. Retail $24.95**

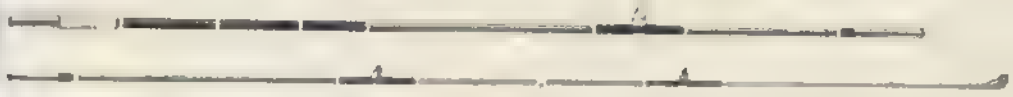


**Pflueger—the Standard of Anglers the World Over**

# Famous Matched Outfits

PFLUEGER

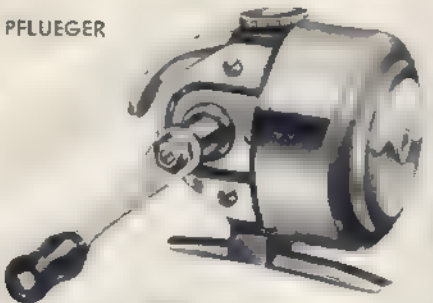


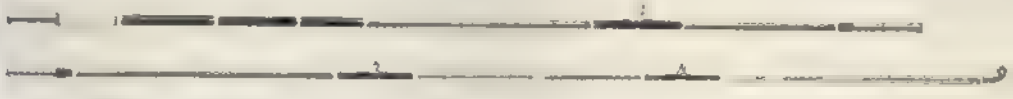


## GALAXIE SPIN-CASTING REEL AND MATCHING ROD

**3806A1328—A perfectly balanced spin casting outfit. Matched rod of 2 piece 6' solid glass with detachable offset handle. Screw type reel lock, specie cork grip, blue handle and tips with blue nylon windings over silver foil. Chrome plated graduated guides. Galaxie Reel has reel on machined spool filled with approximately 100 yds 10 lb test monofilament. Carboloy pick-up pin. Easily adjusted smooth take up drag located on the top of reel. Equipped with a double crank and a ½ oz. practice casting weight. Gray and silver epoxy finish, corrosion proof.**
**Mfr's. Sugg. Retail $25.95**

PFLUEGER

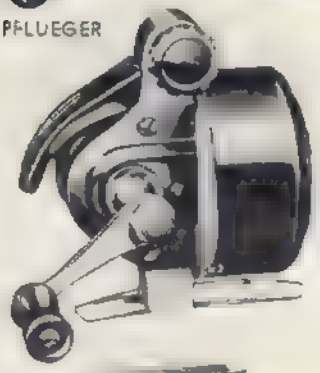




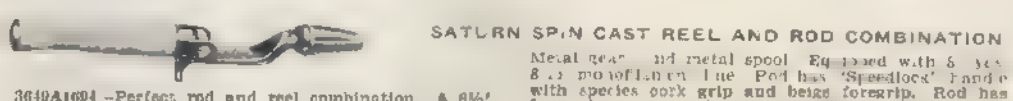
## POLARIS SPIN-CASTING REEL AND MATCHING ROD

**3807A1211—A go-together rod and reel for the spin casting enthusiast. Perfectly balanced, 2 piece 6' solid glass with detachable offset handle. Screw type reel lock, specie cork grip. Blue handle and tips with blue nylon windings over silver foil, chrome-plated graduated guides. Push-button Polaris spin casting reel filled with 8 lb. test monofilament and furnished with ⅜ oz. practice casting weight. Blue epoxy housing and handle with brightly polished "chrome" finished cone and side plates. Carboloy pick-up pin. Smooth adjustable drag.**
**Mfr's. Sugg. Retail $23.95**

PFLUEGER



- Automatic Crank Pick-up
- Smooth Drag





## SATURN SPIN CAST REEL AND ROD COMBINATION

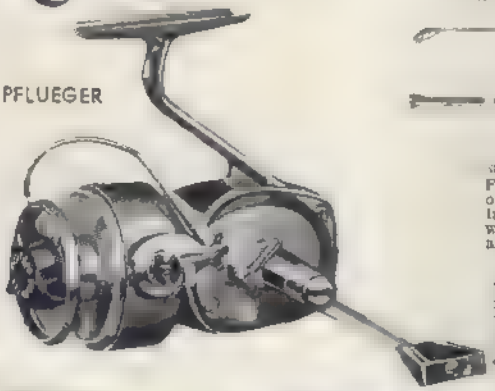
**3649A1694—Perfect rod and reel combination. A 6½' sturdy and durable light action tubular glass spin casting rod combined with Pflueger's latest enclosed spinning reel. Automatic pick-up makes fishing as easy as [illegible]. Smoothest drag on any reel of this type. Highest quality construction. Hard chrome plated pin carrier with new ceramic pick-up pin—practically no wear.**

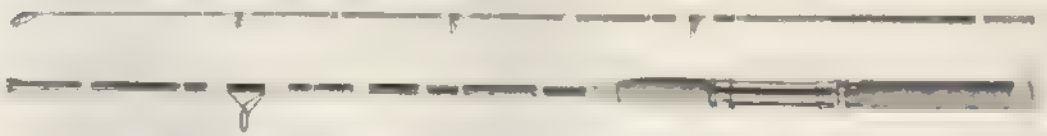
Metal gears and metal spool. Equipped with 8 yds 8 lb monofilament line. Rod has 'Speedlock' handle with specie cork grip and beige foregrip. Rod has four chrome plated stainless steel guides and tip guide. This combination is a fine bass outfit.
**Mfr's. Sugg. Retail $39.90**

**3639A897—Saturn Spin Casting Reel only.**
**Mfr's. Sugg. Retail $14.95**

**3640A897—6½' Spin Casting Rod only.**
**Mfr's. Sugg. Retail $14.95**

PFLUEGER





**3808A2504—Free Flite Reel And Matching Rod. Perfectly matched rod and reel combination featuring the new Free Flite precision, spinning reel and med um action spinning rod. Reel features silent anti-reverse with optional setting micro-precision machined gear and stainless steel pinion, smooth operating and long wearing ultra-smooth drag with slow take-up, large capacity all-metal spool. Two-piece 7' tubular glass rod with specie cork handle. Four chrome plated line guides including carboloy tip guide. Satin silver reel seat and chrome locking reel bands. Gray colored two-piece tip with black windings. Mfr's. Sugg. Retail $44.00**

**3809A1197—Free Flite Reel Only. Attractive grey** [illegible] **ball carrier with satin silver post. Holds** [illegible] **yds 8 lb test monofilament. Line carrying portion of spool does not trave. inside bail carrier, keeps line from getting behind spool. Silent anti-reverse with optional setting. Precision drag with** [illegible] **smooth** [illegible]
**Mfr's. Sugg. Retail $19.95**

**3810A1497—7' Spinning Rod Only. Two-piece tubular glass rod. Handle of specie cork with satin silver reel seat and chrome locking ree. bands. Gray colored two-piece tip with black windings over silver foil. Four chrome plated line guides including carboloy tip guide. Medium action. Packed in a bag inside fiberboard tube with screw cap. Mfr's. Sugg. Retail $24.95**

SOUTH BEND

## NORSEMAN SPINCAST REEL AND ROD COMBINATION

**3926A2980—Heavy Duty Spin Cast Reel casts ¼ to 2 oz. lures with up to 20 lb. line. Velvet smooth drag—no line twist. Ideal for trolling with a permanent antireverse. Flexible nylon ring feathers line for pinpoint accuracy. Drag control dial for easy setting with clutch style drag for paying out line as needed. Factory filled with 125 yds. 15 lb. monoline. 4½' Powerflex Rod has exclusive Master-Grip handle. Extended specie cork grip with built-in-rubber butt cushion for trolling, two-handed spin-casting, and fighting heavier fish. Cork foregrip. Shaft has Guide-Lok coated nylon winds. Chrome plated stainless steel guides. Self-aligning L-Shaped clip plate.**

**3935A1761—Norseman Reel Only.** **Mfr's. Sugg. Retail $32.90**

**4290A1349—6½' Powerflex Rod Only.** **Mfr's. Sugg. Retail $29.95**
**Mfr's. Sugg. Retail $23.95**

SOUTH BEND

## ORENO-MATIC FLY REEL AND ROD COMBINATION

**3294A1858—Oreno-Matic Fly Reel and 8½' Hollow Glass Fly Rod Combination. The #1140 Oreno-Matic reel is perfectly balanced to prevent casting. Rugged, yet light enough to match the finest rod. It strips line freely and retrieves up to 25 yds. of line at a touch of the trigger. Features knurled spring tension release, trigger folds flush, anodized Maroon finish with chrome plate trim. The 8½' Fly Rod features monel guides, comficient grip, Guide-Lok coated winds, and keeper rings. Medium action for Dry Fly fishing. Packed in drill bag and case. The ultimate in balanced Fly fishing tackle. Mfr's. Sugg. Retail $38.95**

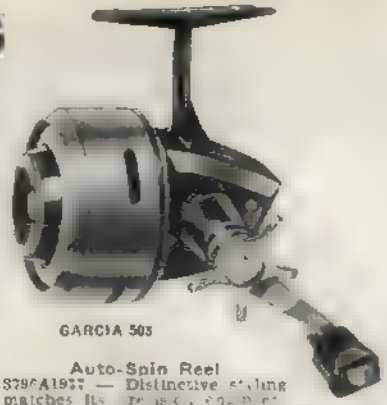
**1039A870—#1140 Oreno-Matic Reel only.**
**Mfr's. Sugg. Retail $13.95**

**3295A1670—8½' Fly Rod only.** **Mfr's. Sugg. Retail $25.00**

# Garcia FISHING TACKLE

SPINNING REELS

SPINNING REELS




### '300' SPINNING REEL

**2899A1977—Perfect for fresh or light salt water fishing.** Countless trouble-free fishing days are yours with this most superb spinning reel ever made. Two spools of different line capacity with each reel. Ultra-hard Duraloy line guide. Convertible anti-reverse control, push-button spool release. Fingerformed knob on quick folding handle. Smooth drag with wide range of setting. **Recommended for use with rod (A) 3799A1677. Mfr's. Sugg. Retail $32.95**

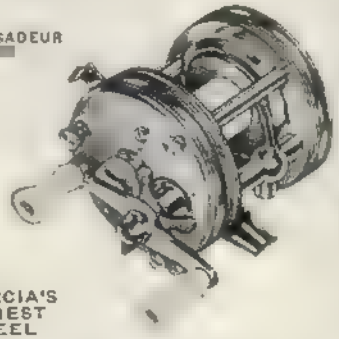
### Salt Water Spinning Reel

**2900A2577** For salt water spinning for both surf and boat fishing. Plastic drag gears are on the drive gear for more line capacity. Strong positive full pail pick-up with ultra-hard Duraloy line guide. Quickly converted to manual pick-up. Large lubrication and gear inspection port for simple maintenance. Convenient anti-reverse control. Handle locks for operation—folds for storage. Corrosion-resistant Thermo-hardened satin finish. **Companion reel for rod (B) 3801A1950. Mfr's. Sugg. Retail $42.95**

### Auto-Spin Reel

**3796A1977** — Distinctive styling matches its precision engineering and superlative performance. Fingertip line control, no bail, no lifting of line. Smooth, powerful, star drag coordinated with tension-free Auto-Drag. Reel is automatically in anti-reverse condition at all times. Oscillating spool puts line back on spool properly for long, smooth casts. Positive wear-proof line pick up for faster, smoother operation. Completely anodized against corrosion. Filled with 125 yds. of 8 lb. monofilament line. **Ideal for use with rod (A) 3800A1677. Mfr's. Sugg. Retail $32.95**

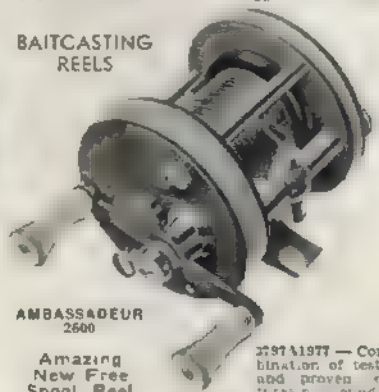
AMBASSADEUR



GARCIA'S FINEST REEL

**3646A2877—Combines a free spool with a level wind and an anti-backlash centrifugal brake. Gives anglers effortless record distance casts without backlash, even against the wind. Adjustable Star Drag. In leather case with necessary accessories. Red anodized finish. Use with rod (C) 3802A1587. Sugg. Retail $47.95**

BAITCASTING REELS



AMBASSADEUR 2600

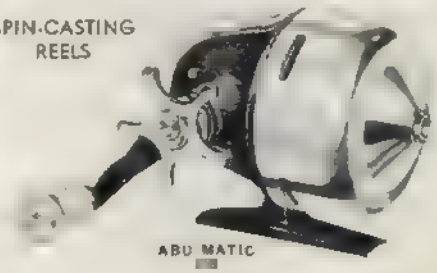
### Amazing New Free Spool Reel

**3797A1977** — Combination of tested and proven casting features found on any other reel. Automatic brake for longer, smoother casts without backlash. Cast stop reminder scale. Free spool automatically re-engages. Super-smooth level wind. Big line capacity. Durable, anodized, corrosion-proof finish. **Perfect companion for rod (E) 3805A-1137. Mfr's. Sugg. Retail $32.95**

### GARCIA SPINNING REEL

**3645A1797—Exclusive features: comfortable thumb-formed Semi-trigger; oscillating crosswind spool; rubber cushion to protect and hold line during cast, smooth, wide span adjustable star drag; two line pick-up pins. All parts anodized aluminum, brass or stainless steel. With 120 yds. of 15 lbs. test Mono. line. Use with rod (C) 3803A1497. Mfr's. Sugg. Retail $29.95**

SPIN-CASTING REELS




### "Synchro-Drag" Reel

**3798A1977—Sensitive Star Drag works in coordination with the exclusive automatic Synchro-Drag. When a big strike comes, a reverse turn of the handle permits you to adjust to exactly the right amount of tension instantly to set the hook and keep the line taut. Hard chromed stainless steel winding gear and pinion. Finger-formed release trigger. Completely anodized against corrosion. Comes equipped with 125 yds. of 8 lb. monofilament line. Companion reel for rod (D) 3804A1137. Mfr's. Sugg. Retail $32.95**

## GARCIA FISHING RODS

**(A) 3799A1677—Fresh and salt water spinning rod. Seven foot medium fast taper action. Uses lures from ⅛ to 1½ oz.—6 to 15 lb. line. Compan on for reel 2899A1977 above.** **Retail $27.95**

**3800A1557—(Not Shown) 6½' extra-light fast taper. Recommended for reel 3796A1977 above.** **Retail $25.95**

**(B) 3801A1950—Salmon and Steelhead spinning rod. Rod is 8½' with parabolic light fast taper action. Uses ½ to 2 oz. lures, 6 to 20 lb. test line. For balanced tackle unit see 2900A2577 reel.** **Retail $32.50**

**(C) 3802A1587—Spin and bait casting rod. Two piece construction. 6' light fast taper action. For ⅛ to ⅝ oz. lures, 4 to 12 lb. line. For companion reel see 3646A2877 above.** **Retail $25.95**

**3803A1497—(Not Shown) 6½' light fast taper action. ¼ to ⅝ oz. lures, 4 to 12 lb. test line. Suggested for use with reel 3645A1797.** **Retail $24.95**

**(D) 3804A1137—Spin and bait casting rod. One-piece construction. 6½' light fast taper action for ¼ to ⅝ oz. lures, 4 to 12 lb. test line. Ideal for use with 3798A1377 reel above.** **Retail $18.95**

**(E) 3805A1137—Spin and bait casting rod. 6' light fast taper action, for ¼ to ⅝ oz. lures, 4 to 12 lb. test line. One-piece construction. Companion for reel 3797A1977 shown above.** **Retail $18.95**

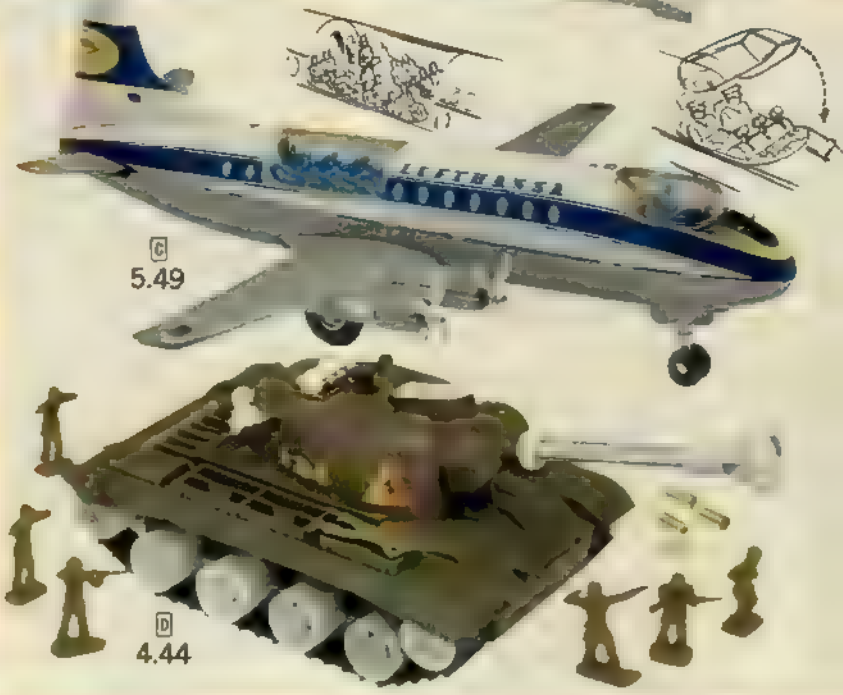


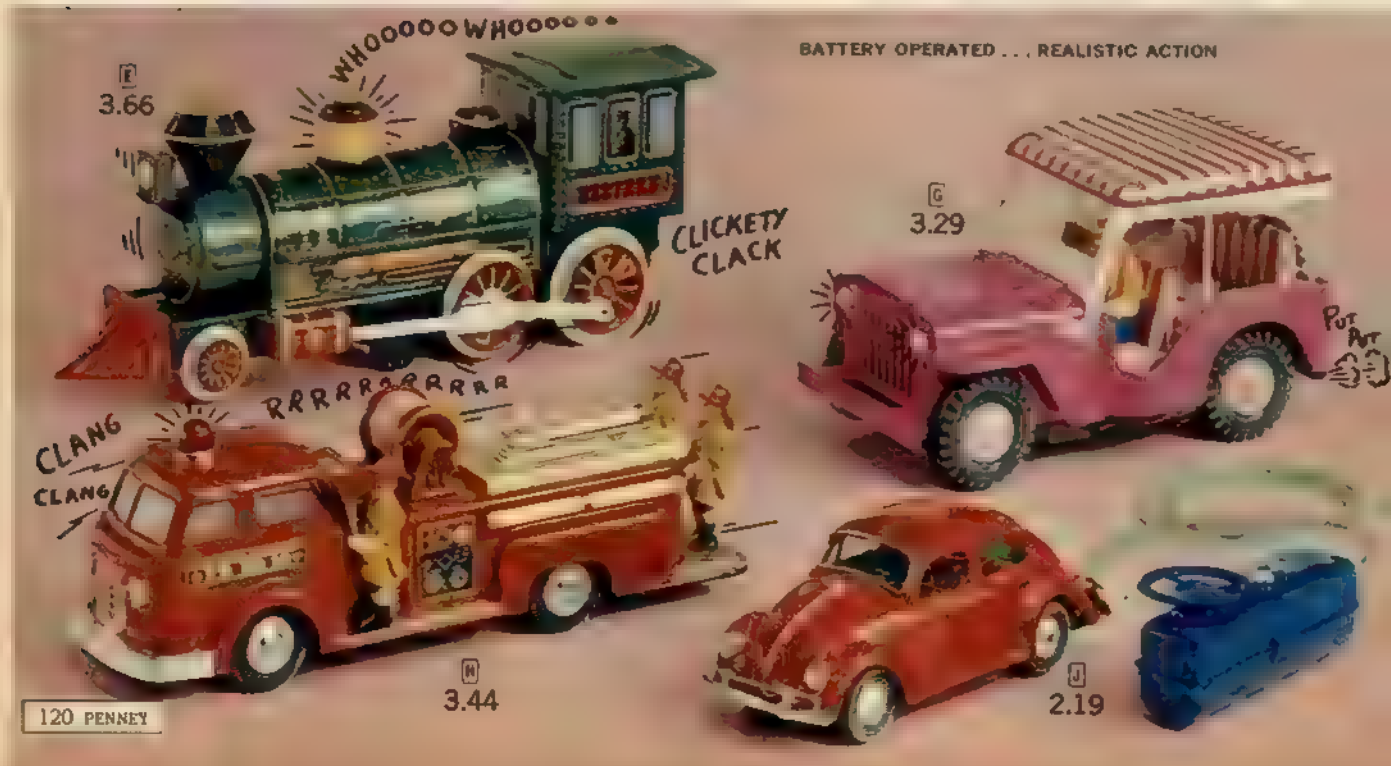
**The Name Garcia-Mitchell is a Guarantee of the Highest Quality Tackle**

BIG SHOT CANNON
• Power packed!
• Cannon traverses!
• Elevates . . fires, too!
• Shoots caps, plus soft rubber missiles!
D
BIG SHOT
MAX
MIGHTY MATILDA
BATTERY-POWERED OPERATING CONTROL PANEL
• Alarm bell rings!
• Elevators lift planes!
• Planes zoom off!
• Missiles blast off!
• Radar antenna turns!
REMCO
Complete with 100-man crew, 12 pursuit planes, 9 bombers, 4 helicopters, 1 tow-truck, 4 rockets
E
7.88
REMCO'S new nuclear aircraft carrier—ready for realistic action. Moves along on hidden wheels
IDEAL
Tu Tu really plays ball with you!
G
2.88
REMCO
It's motorized! Flick a switch and it moves with real sea-going motion!
H
8.88
OARS MOVE!
IDEAL
K
9.99
Goes forward, stops, reverses! Turns Right! Turns Left!
J

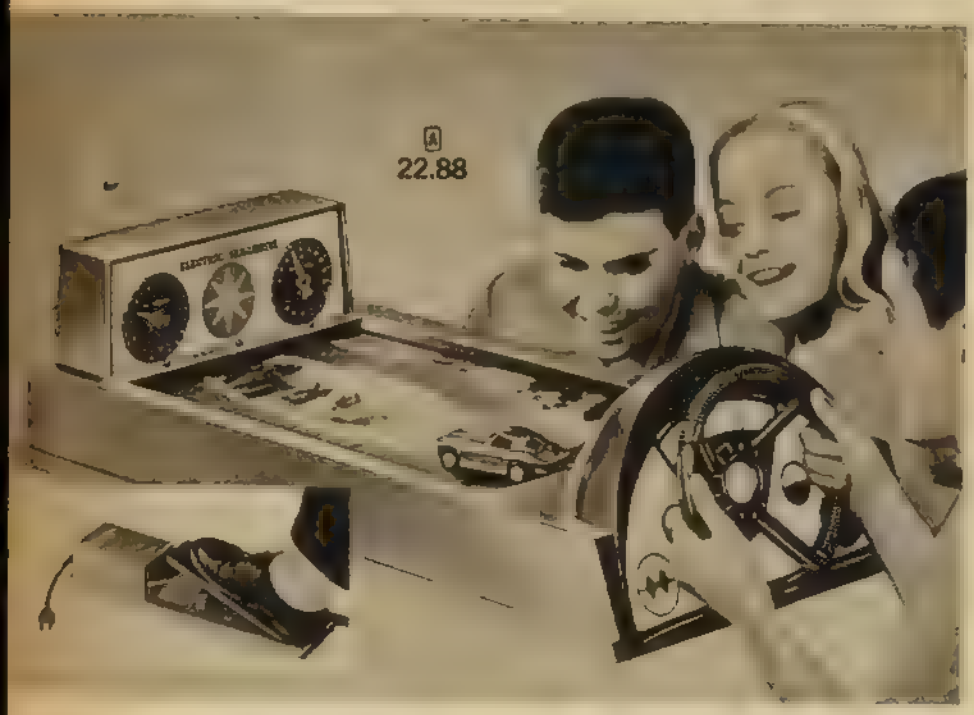
A 5.88
KELLY'S AUTOMATIC CAR WASH

BOP A BEAR
B
GRRRRRRR


LUFTHANSA
C 5.49
D 4.44


BATTERY OPERATED . . . REALISTIC ACTION
E 3.66
WHOOOOO WHOOOO
CLICKETY CLACK
G 3.29
CLANG CLANG
RRRRRRRRRR
H 3.44
J 2.19

# Vivid Realism tests skill, challenges imagination




**A ELECTRIC SKILL-DRIVE SPEEDWAY.** By Emenee. Thrilling action! Breathtaking speed! Exciting competition. The entire family can join in the fun. You're racing against time, and you've got to be alert to be a winner. Your hands are on a real steering wheel, your foot on the real-life accelerator pedal. You watch the lap-counter—you check the timer dial—you keep an eye on the indicator light to make sure you're on the track. You're in control all the time—you steer the car, speed it up, slow it down. Sturdy styrene plastic. 110-120 volts AC. UL and CSA listed. Blue/red. Measures: 36 x 16½ x 8½ in. No down payment—see page 79. Not mailable—pay shpg. on delivery.
X 923-4345 A—Shpg. wt. 13 lbs. ... ... ..22.88

**D BIG SHOT CANNON BY MARX.** Roll into action with "Big Shot"—the battery-powered, missile-firing cannon truck. Truck has 4-in. diameter balloon wheels, carries a mounted missile-firing cannon and has complete push button fire controls. Cannon electrically traverses, elevates and fires . . . all at the touch of a button. "Big Shot" fires both caps and 4-in. soft rubber-tipped missiles. (3 missiles incl.) Has a radar antenna atop the truck, plus heavy-steel back bumper, elevation gauge, a steel firing mechanism and barrel. Measures 23½ x 11½ x 8½ in. Operates on 2 "D" batteries (not incl.)
X 923-4378 A—Shpg. wt. 5 lbs. .. .. 9.77

**E MIGHTY MATILDA—THE NUCLEAR AIRCRAFT CARRIER BY REMCO.** Battery-powered rugged plastic flat-top with revolving radar antenna, moves along on hidden wheels. Operating panel gives complete control. Press alarm button, a bell rings. Remote-control electronic power switches move big elevators up-and-down, lifting aircraft to the flight deck. Place planes on the catapult, press catapult button—off they zoom. Enemy aircraft approaching—rocket batteries let go with surface-to-air missiles. When planes come in for landing, arresting gear catches them. If arresting gear is missed, plane hits crash barrier. Measures a big 35 in. long. Operates on 4 "D" batteries (not incl.). Not a water toy.
X 923-4394 A—Shpg. wt. 5 lbs.. Set 7.88

**G TU TU TURTLE BY IDEAL.** The great, big, loveable, comical turtle who doesn't care to be pushed around . . . and shows it. Put a ball into his funny mouth, give him a good push backwards, suddenly, the ball pops right back at you; then TuTu moves forward to play some more. Made of sturdy styrene plastic. Includes two lightweight plastic balls. Green/yellow/red. Measures 18 in. long.
X 923-4097 A—Wt. 2 lbs. 12 oz. ... 2.88

**H BIG CAESAR GALLEY SHIP.** By Remco. carries Roman Gladiator Legions. Includes two armies of gladiators, a castle fortress, ancient war weapons. The galleon itself is fully motorized. Flick a switch, galley moves into action—16 oars start to row. Each thrust of oars pulls the giant ship forward with realistic snagging motion. Now every child can imitate the dramatic Roman battle he's seen on TV and in the movies. Operates on 4 "D" batteries. (Batteries not included.) Not a water toy. 29 in. long.
X 923-4402 A—Wt. 5 lbs. 8 oz. . Sal 8.88

**J BIG BRUISER WRECKER TRUCK.** By Marx. In durable plastic. Many accessories including flashing red roof-light, siren, safety guard tail-gate and towing crash-plate, operating steering wheel, windshield wipers and horn, tools and chest, jack, super balloon-type tires with bright silver-colored enamel rims, plus a separate 13-in. damaged truck with new replacement parts. Uses 4 "D" batteries (not incl.) Rear wheel drive, forward and reverse, and clutch change to electric winch, with 15-lb. pulling power. Measures a full 23 in. long.
X 923-4386 A—Shpg. wt. 6 lbs. Set 9.77

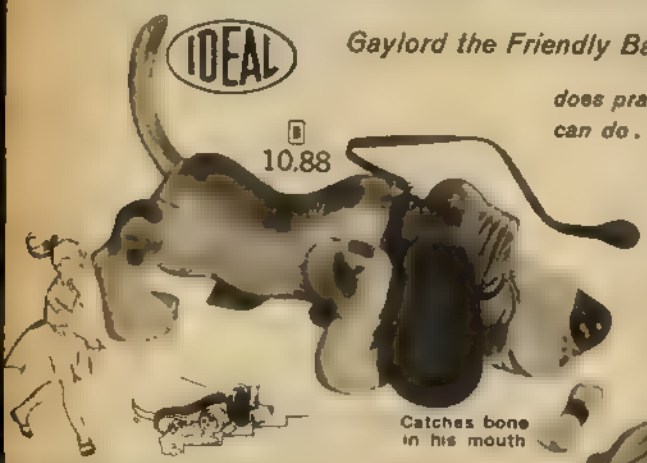
**K DICK TRACY MOTORIZED COPMOBILE.** By Ideal. Ready to send any child off on the thrilling pursuit of lawbreakers. This sturdy styrene plastic police car looks just like the real thing—sleek, low and 24-in. long. The special control-stick makes the crime-busting Copmobile do exactly what you want it to. The trick is in the radio antennas which are really Copmobile controls. Make the Copmobile go forward, stop, then reverse—all by the touch of a rear antenna. Turns left, right, or takes a tight corner—with a touch of the forward antenna. Simulated radio hand mike sounds almost like a loudspeaker. A twist of the wrist and the mike becomes a police siren, loud and clear. Motor takes 2 "D" batteries (not included). Measures 24 in. long.
X 923-4352 A Wt. 5 lbs. ..... ... 9.99

"C" FLASHLIGHT BATTERIES
X 952-1014 A—2 oz. ....Pk./2 29c
"D" FLASHLIGHT BATTERIES.
X 952-0974 A—2 oz.... Pk./2 29c

IDEAL

*Gaylord the Friendly Basset Hound*

*does practically anything a real dog can do . . . he walks, climbs, barks!*




**B GAYLORD THE PUP.** By Ideal. You control his movements by a gentle tug of his leash. Goes forward, backward, stops, barks. Hidden magnet enables Gaylord to catch a bone in his mouth. Motor powered by 4 "D" batteries (not incl.) Plastic. Brown/white. 23 in. long, 7 in. high. Semi-mailable—see page 81 for details.
X 923-4360 A—Wt. 6 lbs. 10.88

*Dandy the Lion*

*King size...over 2 ft. long! 17" high...thrilling action! He roars, rears, prowls!*

**C DANDY LION.** Here's the animal every child will want to tame. Dandy responds to his master's whip. Turn on the motor . . . Dandy stalks toward you! Then lift his chin with the whip and he goes backward. Hit him again and he rears back and roars. Children love his realistic action. Of rigid plastic and metal. Tawny color with red tongue, green eyes, white teeth (whip incl.). Uses 3 "D" batteries (not incl.). Semi-mailable—see pg. 81
X 923 4329 A—Wt. 8 lbs. 12.99

# children love toys with exciting Realistic Action

**A MR. KELLY'S CAR WASH.** By Remco. Fully automatic. Hook car on cable, press starter switch , car goes through cleaning, scrubbing, drying processes of real car-wash. See-thru roof lets child watch car being wet down by special no-mess water system. When car comes out back, child wipes it clean, even gives it a wax job. Made of sturdy plastic, complete with 2 big plastic cars, cans of real wax, towels, sponges, standing sign. 27 in. long. Operates on 2 "D" cell flashlight batteries (not included *)
X 923-4501 A—Shpg. wt. 4 lbs. . . 5.88

**B BOP-A-BEAR.** By Louis Marx. Real adventure. When itslike, battery-powered grizzly goes prowling, young boy or girl "hunter" sights over-and-under rifle . . . fires! Bear roars when hit and scrambles in opposite direction. Another shot (no reloading), bear roars again. Set incl. 10½-in. bear of high-impact plastic, 28-in. spring-action-dart plastic rifle, 6 rubber-tipped suction darts. Uses 4 "D" batteries (not incl. *).
X 923-4535 A—Shpg. wt. 3 lbs. 8 oz. . . 7.77

**C VISCOUNT AIR LINER.** Exact replica in durable plastic. 3 operating switches—mock dashboard throttles. Wing tip red port and green starboard lights flash on-off . . , props begin to "rev" 2 at a time until all 4 are "turned." When pilot's plastic canopy is closed, plane rolls forward. Stewardess moves up and down aisle. Operates on 2 "D" batteries (not included *) From Japan
X 923-4477 A—17½ x 19 in. Wt. 3 lbs. 5 oz. 5.49

**D U.S. ARMY LIGHT BULLDOG TANK.** By Remco. Climbs over obstacles, advances, retreats. Load 4 shells to a clip; fires automatically from remote positions, ejects shell cases. Incl. 8-man combat team. 13⅛ in. long. Plastic. Uses 2 "D" batteries (not incl. *)
X 923-1812 A—Shpg. wt. 2 lbs. . . . 4.44

**E FORTY-NINER LOCOMOTIVE.** Metal, colorfully lithographed. Has flashing dome light, moving piston wheels, engine. Bump-go action. Makes realistic rail-clicking sound, gives intermittent loud whistle. Uses 3 "D" batteries (not incl. *). From Japan.
X 923-4485 A—15-in. long. Wt. 2 lbs. . . . 3.66

**F GAY SURREY JEEP.** Battery-powered . . . mystery bump-and-go action, headlights. Realistic—smoke comes out of exhaust pipe. In heavy-gauge metal, colorful enamel finish; rubber wheels. Operates on 2 "D" batteries (not incl. *) 10½ in. long. From Japan.
X 923-4451 A—Shpg. wt. 2 lbs. 12 oz. 3.29

**H SIREN FIRE ENGINE.** Wheels adjust to go straight or in a circle. Turn on switch—engine goes, bell clangs, siren blasts, signal moves. In sturdy steel with red baked enamel finish. Nickel-plated bumpers, headlights, running board, bell and accessories. Uses 2 "D" batteries (not incl. *). From Japan.
X 923-4543 A—Shpg. wt. 2 lbs. . . . . 3.44

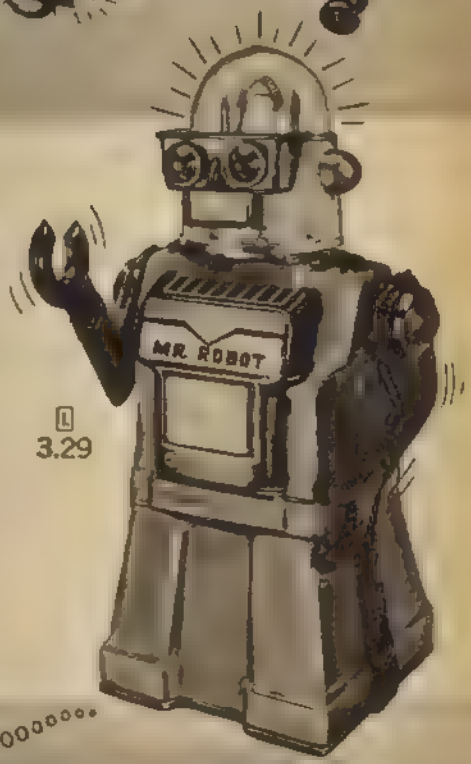
**J REMOTE CONTROL VOLKSWAGEN.** In sturdy metal; rubber wheels. Headlights, motor light up; fan turns as car moves. Steer front wheels from control box with 40" vinyl cable. Car goes forward, reverse. Uses 2 "D" batteries (not incl. *) From W. Germany
X 923-4493 A—8 in. long. Wt. 1 lb. 6 oz. . . . . 2.19

*For batteries, see bottom of page 118.

K 2.97

**K SUPER JET PASSENGER PLANE.** Perfect replica of famous 4-motor jet. Steel, lithographed in true colors. Realistic action—when switch is turned on, jet noise booms, jet pods flash on-off, plane rolls forward with all engines flashing. Continuous action. Uses two "D" batteries (not incl *) 15 in. long, 14¾-in. wing span, 6 ¼ in. high to top of tail. Thrilling gift for every boy. Value-priced! Made in Japan
X 923-4550 A—Wt. 1 lb. 10 oz. . 2.97

**L MYSTERY ROBOT.** A product of our science age. Made of metal in brilliant colors, robot swings his arms back and forth as he mysteriously bumps and goes on again. Through clear plastic dome you can see his "thinking" apparatus revolve, light. Fascinating exciting addition to any child's collection of play-friends. Uses 2 "D" batteries (not included *). Made in Japan.
X 923-4527 A—Wt. 1 lb. 8 oz. 3.29




L 3.29

**SAVE THIS CATALOG! The toys in this book will be available until September 21, 1964—so you can order them throughout the year.**

N 3.29

M 1.77

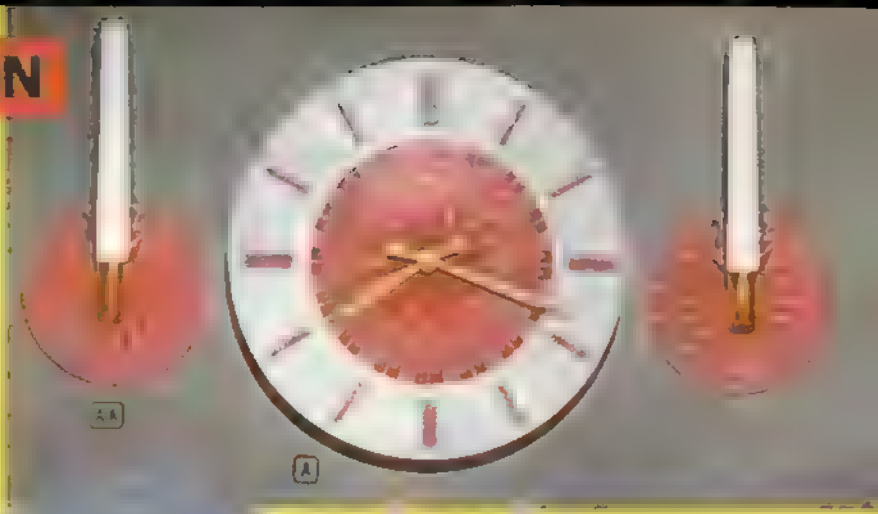
**M BABY DUMP TRUCK** . great for play construction jobs. Well made of sturdy plastic in red with black base and rubber wheels. So easy for a child to operate . . . grand fun, too. Two levers: one to control the forward, reverse and dump-body action, the other to run the truck or to stop it. 8 in. long. Operates on one "D" cell flashlight battery (not included *). Another Penney value! Made in Japan.
X 923-4568 A—Wt. 1 lb. 1.77

**N GOLDEN FALCON LOCOMOTIVE.** Looks, sounds and moves just like a real locomotive. Constructed of heavy-gauge metal, with every detail and color handsomely lithographed. The Golden Falcon puffs out smoke, has exciting Hoot O-Matic whistle and mysterious "bump-and-go" action to delight a child endlessly. Operates on 3 "D" cell flashlight batteries (not incl. *) 16 in. long. From Japan
X 923-4469 A—Wt. 2 lbs. 8 oz. . 3.29

# Haddon Glass HADDON

## FUSED CERAMIC TEXTURED GLASS

A Delightful New Medium in Wall Decor



**A SPRINGTIME** Tangerine fused ceramic textured glass with matching colored breath of spring design and milk white border, raised time markers and golden brass hands. 11½" Dia. Shpg. Wt. 5 lbs.

**2194N1197** — 8 Day — **Retail $19.95***

**2195N1497** — Cordless Electronic — **Retail $24.95***

**AA SCONCES** Tangerine ceramic fused glass with same raised decorative color design. 5" Dia. Shpg. Wt. 2 lbs.

**2196N597** — Candles not included — **Retail $9.95 Pr**

**B TIC TOC** Truly a conversation piece. Watch discs of different size and color are three dimensional glass fused to ceramic glass of a neutral translucent color. Raised time markers and brass hands complete the clock. 11½" Dia. Shpg. Wt. 5 lbs.

**2197N1197** — 8 Day — **Retail $19.95***

**2198N1497** — Cordless Electronic — **Retail $24.95***

**BB SCONCES** With same watch dial decor and color drops in fused ceramic texture. 7" High, 3¾" Wide. Shpg. Wt. 2 lbs.

**2199N597** — Candles not included — **Retail $9.95 Pr**

**C BALLERINA** 3-Dimensional ballet figures antiqued gold, mounted on a walnut design panel clock. Golden brass finish frame and hands complete this large 16" x 32" Panorama Clock. Shpg. Wt. 9 lbs.

**2200N1497** — 8 Day — **Retail $24.95***

**2201N1857** — Cordless Electronic — **Retail $30.95***

**D CONTINENTAL.** Lustrous 30" Gold Star, frame and hands. Beautiful Walnut dial 21" Wide, 30" High. Also available with Ebony Star and White dial. Shpg. Wt. 4 lbs.

**1849N1147** — 8 Day — **Retail $19.95***

(Specify Gold or Ebony)

**1970N1447** — Cordless Elec. — **Retail $24.95***

(Specify Gold or Ebony)

DANISH MODERN

SPECIFY FINISH

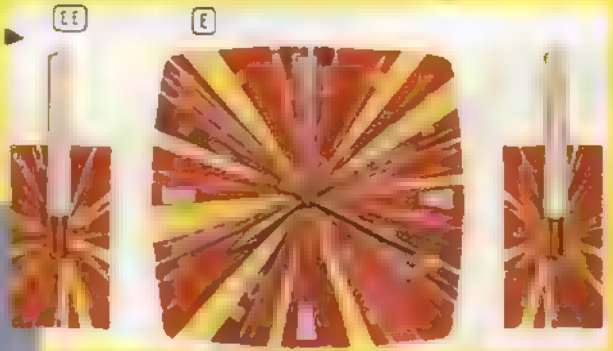
**E CARNIVAL** Textured translucent color rays and raised time markers in ceramic fused glass give a striking effect to this square curved clock. Golden brass hands. 11½" High, 11½" Wide. Shpg. Wt. 4 lbs.

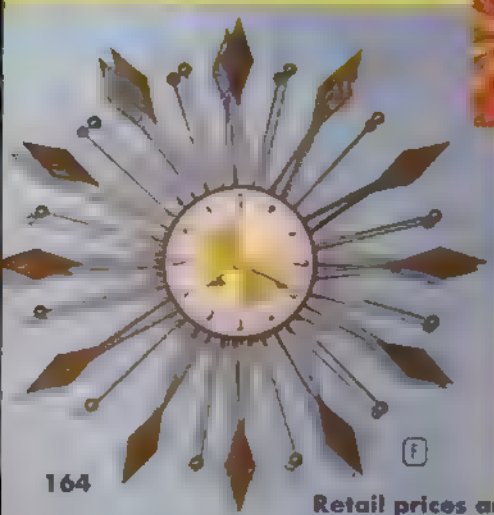
**2202N1230** — 8 Day — **Retail $20.50***

**2203N1557** — Cordless El. — **Retail $25.95***

**EE SCONCES** Complementary sconces in same fused ceramic texture for added elegance. 7" High, 3¾" Wide. Shpg. Wt. 2 lbs.

**2204N597** — Candles not inc. — **Retail $9.95 Pr**





**F DANE** Genuine walnut decorative diamonds combine with golden brass to form a right modern wall accent of exceptional taste and value. Brass finish hands and metal dial with white track and soft shading. 22" Dia. Shpg. Wt. 8 lbs.

**2205N1350** — 8 Day — **Retail $22.50***

**2206N1650** — Cordless Electronic — **Retail $27.50***

**G REGAL** Genuine American Walnut heavy frame, grained Ebony leather textured dial with debossed tooled gold design and superimposed spun metal gold finish dial. 20" High x 20" Wide. Shpg. Wt. 5 lbs.

**2207N1350** — 8 Day — **Retail $22.50***

**2208N1650** — Cordless Electronic — **Retail $27.50***

**ALL CLOCKS GUARANTEED AGAINST MECHANICAL DEFECTS**

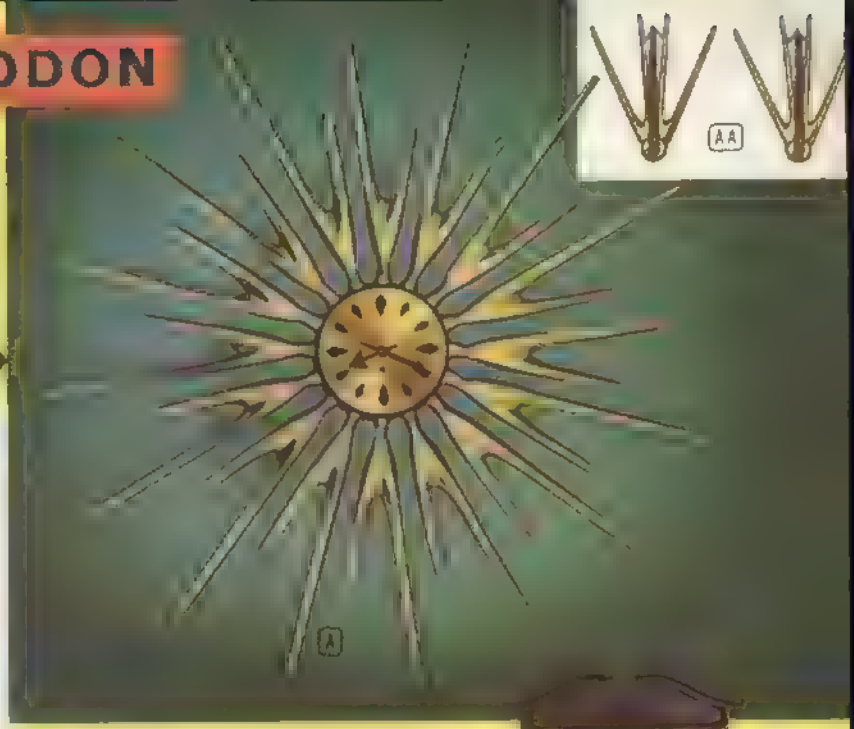
*PLUS 10% FEDERAL EXCISE TAX.



**Retail prices are suggested only and may vary in different trading areas.**

# Golden Sun Goddess HADDON

GOLDEN HALO 32 BEAUTIFUL GOLDEN RAYS



(A) 36 inch diameter. All metal clock, spun golden brass finished dial; has ebony numerals, hands and rim. The halo is a reflection of the spoke hubs graduating downward into graceful thin golden rays. Bold yet delicate it will harmonize with any decor, enhance any room. Shpg Wt. 5 lbs.

**2110N1797** — 8 Day . **Retail $29.95***

**2111N2097** — Cordless Electronic . **Retail $34.95***

(AA) **SCONCES.** 16 by 13. All metal, golden plated finish. Shpg Wt. 3 lbs.

**2112N597** — Candles not included . . **Retail $9.95 Pr.**

TRANSLUCENT FUSED CERAMIC TEXTURED GLASS

*Haddon Glass*

(BB) (B)

(B) **RHAPSODY.** A glittering rhapsody of translucent color, fused between two layers of ceramic glass. Three-dimensional texture and raised time markers with golden brass hands complete this exquisite time piece. 16¼" High, 16¼" Wide. Shpg. Wt. 5 lbs.

**2209N1230** — 8 Day **Retail $20.50***

**2210N1557** — Cordless Electronic **Retail $25.95***

(BB) **SCONCES.** Fused ceramic texture sconces with same color combination. 7" High, 3¾" Wide. Shpg. Wt. 3 lbs.

**2211N597** Candles not included **Retail $9.95 Pr.**

(C) **AMERICANA SUPREME.** Colonial Grandfather design in Haddonwood, superbly finished in Fruitwood. Authentic multi-colored dial and brass accessories. 12" Wide by 29" High. Shpg. Wt. 8 lbs.

**1974N1797** — 8 Day **Retail $29.95***

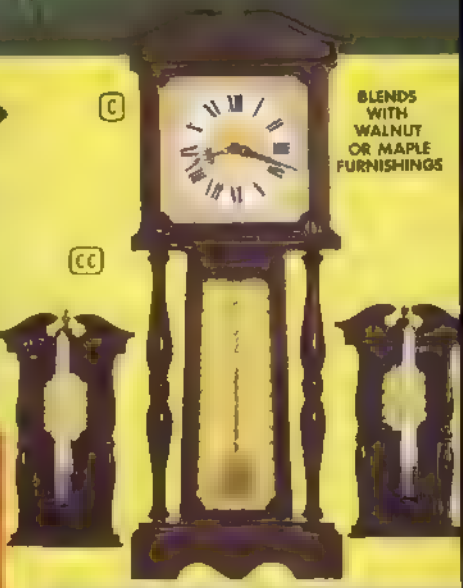
**1975N2097** — Cordless Elec. **Retail $34.95***

(CC) **SCONCES.** Same as above. Brass candle holders 7" Wide by 12" High. Shpg. Wt. 4 lbs.

**1976N777** — Candles not included . **Retail $12.95 Pr.**

(D) **HOME SWEET HOME.** Little lady rocks continuously and the fireplace flickers, creating fond memories and a warm feeling for all to treasure. Early American house is authentically finished. 7¾" High, 11⅜" Wide. Shpg. Wt. 3 lbs.

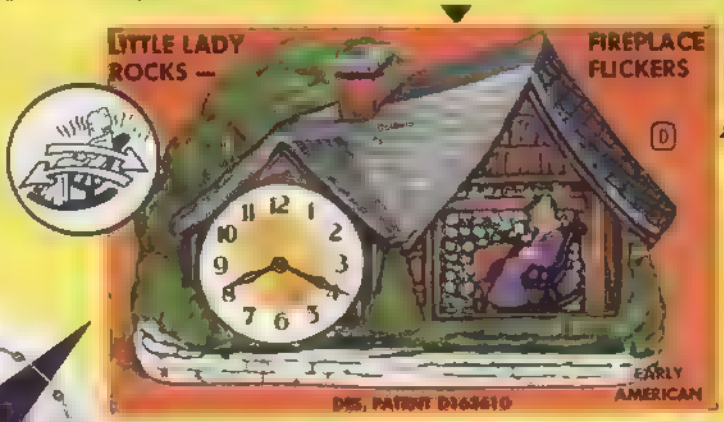
**2212N1017** — Electric . . **Retail $16.95***



(C) (CC)

BLENDS WITH WALNUT OR MAPLE FURNISHINGS

ILLUMINATED ALSO AVAILABLE WITH FLORENTINE GOLD STAR



SPECIAL

(E)

SOLD AS 3 PIECE SET

SPECIFY FINISH

(E) **21" STARDUST ENSEMBLE.** Haddonwood case in Ebony finish or Florentine Gold, golden brass plated time ring and hands. Concealed light switch. 12" diameter Sconces same materials as above, no candles. Shpg. Wt. 3 lbs.

**2213N1115** — Elec. Lighted, Specify Gold or Ebony . . . **Retail $19.50** Set**

**2214N1317** 8/Day, Not Lighted, Specify Gold or Ebony . **Retail $22.95** Set**

(F) **VISION.** With illuminated See-Thru Mystery dial and 24K gold plated metal case. Golden hands. 8¾" by 7¾". Shpg. Wt. 4 lbs. Gift packaged.

**2115N1317** — Elec. Hidden Lt. Switch **Retail $22.95***

**1973N1197** — Elec, No Light **Retail $19.95***

(G) **VISIONETTE.** Same as above except for size and raised time markers on rim. 7½" High, 6¼" Wide, 4¼" Deep. Shpg. Wt. 4 lbs.

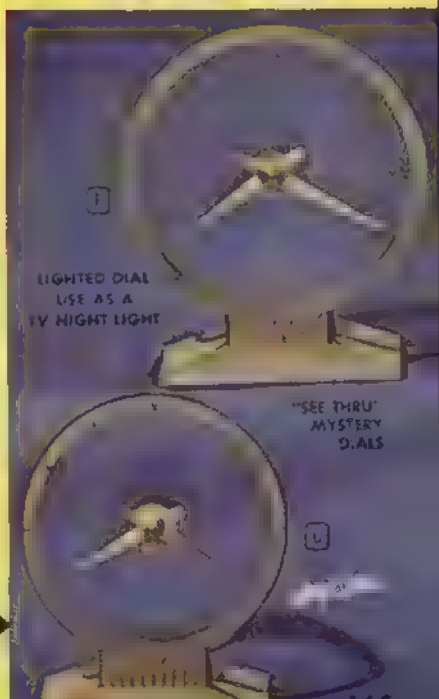
**2215N1017** — Elec . . . . . **Retail $16.95***

ALL CLOCKS GUARANTEED AGAINST MECHANICAL DEFECTS

*PLUS 10% FEDERAL EXCISE TAX.

**ADD $ .96 F. E. TAX ON 8/DAY CLOCK ONLY

**ADD .78 F. E. TAX ON ELECTRIC CLOCK ONLY



***The "most-talked" about clock of the decade . . .***

***. . . the Sabre by***

- ***Decorators' favorite from coast to coast!***
- ***Choice of cordless electronic or 8-day key wind movements!***
- ***No wiring or costly installation . . . place it anywhere!***

**A TO D WELBY SABRE CLOCKS.** The most dramatic wall decorator timepiece in a decade! Acclaimed by interior designers everywhere as a magnificent focal point in any motif. Beautifully fashioned of exclusive "Ivora" to parallel the richness of ivory. Three dimensional styling with raised, faceted gold hour markers and solid brass hands. Choice of 8-day movement with full 1 year guarantee or cordless electronic movement that runs 20 months on 1½v. battery. No wiring or unsightly cords—may be placed anywhere.

(A) 8-Day 36" Sabre. Wt. 4½ lbs.
1744N1114 Gold **Retail $18.95**
2258N1114 Black **Retail $18.95**

Cordless Electronic 36" Sabre. Runs 20 mos. on 1½ v. battery. 4½ lbs.
1980N1467 Gold **Retail $24.95**
2261N1467 Black **Retail $24.95**

**(B) 8-Day 36" Walnut Sabre.** Rich walnut grain finish. Wt. 4½ lbs.
2079N1173 . . . . . **Retail $19.95**

**As Above,** but Cordless Electronic. Runs 20 mos. on 1½ v. battery.
2080N1467 . . . . **Retail $24.95**

**(C) Pr. Sabre Sconces.** Ultimate accessory for all Sabre clocks. Candles not included. 18¾" diameter. Shpg. wt. 2½ lbs.
2078N879—Gold **Retail Pr. $14.95**
2262N879—Black **Retail Pr. $14.95**
2263N879—Walnut **Retail Pr. $14.95**

## Phinney-Walker

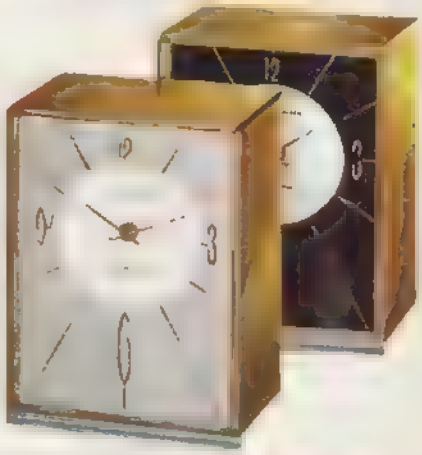
## TRANSISTOR ELECTRONIC

CORDLESS CLOCKS - TRULY ELECTRONIC - TRANSISTOR POWER CONTROL
SILENT PERFORMANCE - NO HUM - NO CLICK

TRANSISTOR CLOCK

**MASTERPIECE** . . Elegance beyond words. Solid brass case frame, handle top, metal dial. Black or red trim. Full years care free operation on single flashlight battery. 5¼ x 3½". Specify trim, black or red.

**2250N1760** **Retail $28.50**



TRANSISTOR CLOCK

**PREMIER** Sublime dignity. Solid brass case, modern black or white dial trim. Single flashlight battery furnishes one full year's care-free operation. 3-½ x 2-¼". Specify dial trim, black or white.

**2102N1495** **Retail $23.50**

TRANSISTOR "ALL-PURPOSE" CLOCK

**HERITAGE** A distinguished inspiration. Solid brass case, modern dial. Single flashlight battery furnishes one full year's "care-free" operation. 6-½ x 5-½"

**2251N1965** **Retail $31.50**

**Clock Prices Subject to 10% Federal Excise Tax**

# Fine Quality Clocks

Clocks for Home and Office

**Jefferson Electric Clock**

1292N1622 — Golden Hour. 24K Gold Plate. The shimmering transparency of this striking modern clock creates an air of serene mystery for the onlooker. No working parts are visible, but still the clock continues to perform its function efficiently. Hands and numerals treated with radium for easy time telling day or night. Overall height 8¾". **Retail $24.95**

**Jefferson Desk Clocks**

Clocks engineered by Jefferson Clock, a quality manufacturer.
1929N1947 — "Integer" Battery, Chrome finish **Retail $29.95**

1817N1297—"500" Electric, Chrome finish with Black Dial (Not illustrated) **Retail $18.95**

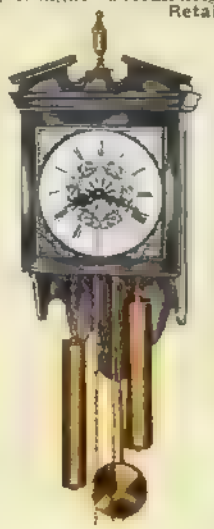
**Jefferson Desk Clocks**

Cordless Electric Battery Operated Clocks. A self-regulating movement operated by standard mercury cells.
2002N1947—"800" Battery 24K Gold Plate finish **Retail $29.95**

1939N1947 — "Intermezzo" Battery 24K Gold Plate finish with White Cameo Dial (Not Illustrated) **Retail $29.95**

**Heirloom Clock**

2256N990—Antique finish alarm in light walnut case with brass handle. Antique type dial. Clear bell alarm. 30-hour. Size: 7"x 4½" **Retail $14.95**



**Chiming Wall Clock**

Antique style wall clock, 8 day movement Chimes the full hour and once on the half hour. Antique walnut finished wood case, brass weights and pendulum. Size: 20x10
2257N5100—Chime 8-Day **Retail $85.00**

**Flora Cylinder Clock**

Easy to Read "Time at a Glance"

1707N538—A precision built time-piece. Unique construction with a powerful spring that can run 60 hours. Only one hand and no glass. Tortoise shell enameled finish. Top part of clock revolves and stationary indicator tells time. Diameter 4½", 2⅜" height **Retail $9.95**

**Numechron "Belvedere"**

1712N1123—Electric Clock. Styled in carefully selected wood. Available in Mahogany or Blond finish. Gold plated bezel matches metal Gold ball feet. Ht. 4⅛", width 7½", depth 3⅛". Specify finish. **Retail $19.95**

**Numechron "Satellite" Clock**

2339N703—A remarkable electric clock. Accurate, precise, direct reading "time at a glance." Plastic case, recessed 3-D face with attractive grill. Colorama numerals handsomely framed. Full windshield type window enclosure. Available in Ebony or Walnut. Specify. Ht. 4", W. 7¾", D. 4½" **Retail $11.95**

**8-Day Wall Clock**

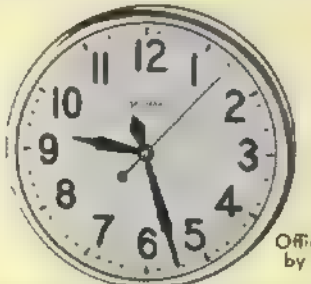
2030N3750—A handsome imported decorator's wall clock designed to fit today's home Precision pendulum movement that strikes full hour and half hour. Brass pendulum, weights, hands and raised numerals Available in blond elm, or walnut. Size of face 10"x10". Specify finish. **Retail $59.95**

**Numechron "Explorer" Clock**

2260N1323—Electric Clock—Metal case is polished satin gold with fine grained walnut wood ends. Matching metal escutcheon frames dome-shaped full vision window that glows in the dark. Size: Height 3⅞" Width 7¾", Depth 3¾". **Retail $22.50**

**Numechron TV-Lamp Clock**

1904N703—Attractive clock in miniature TV shape plastic case in Walnut. Gold trimmed video screen with luminescent face relieves eyestrain. Has independent light and switch, comforting as a night light in bedroom or nursery. 5⅜" high, 6" wide **Retail $11.95**



**Office Clock by Sessions**

1576N1034—Large and legible easy-to-read 12¾" White dial, chrome case. Black numerals and hands, Red sweep second hand. Dependable electric movement. AC only. 13½" diameter **Retail $15.95**

1577N839—Same as above in Blue Gray or Brown **Specify color. Retail $12.95**

**Numechron "Jefferson" Clock**

1558N644—The perfect all-purpose clock. Tastefully styled plastic case in Walnut finish, with Gold bezel. Self-starting electric movement. Dome-shaped full-vision window. Automatic calculator gives "time at a glance." Ht. 4", width 7⅜", depth 4". Wt 3 lbs. **Retail $10.95**



**Clock Prices Subject to 10% Federal Excise Tax**

YOU'LL FIND ALL THE BEST FEATURES OF OUR OFFICE TYPEWRITER ON THE [illegible]SATIONAL NEW

# FLEETWING* PORTABLE by Remington

EASIER TO USE, DOES MORE JOBS THAN ANY OTHER PORTABLE TYPEWRITER . . . [illegible]

Gray, Sapphire Blue or Jade Green.

**This is distinctive ELITE type.**
**This is distinctive PICA type**

Handsome protective carrying case and the Remington COLOR KEY Touch Typing Course included at no extra cost.

843N9668—Fleetwing.
Available in Pearl Gray, Sapphire Blue, or Jade Green in Pica or Elite type. Specify color and type. Retail $137.43

**REMINGTON [illegible]* PORTABLE** America's most compact Portable Typewriter . . . perfect for letters, reports, recipes and schoolwork! The Monarch Portable is truly a superb value because it includes all the essential features usually found on higher-priced "deluxe" portables. Look! Key-set tabulator; variable line spacer; two-color ribbon and stencil control lever; personal touch regulator . . . adjusts the "touch" to your personal preference; 42-key keyboard; single, double, triple and half-line space selector; synchronized scales on paper table, paper bail and writing line; erasure table to simplify corrections; left and right shift keys and paper release lever. Includes deluxe contour-style carrying case. Shipping Wgt. 21 lbs. Specify Pica or Elite type and your choice of color: Pearl Gray, Sapphire Blue or Jade Green.

836N6986—Monarch.
Available in Pearl Gray, Sapphire Blue, or Jade Green in Pica or Elite type. Specify color and type. Retail $96.26

**REMINGTON [illegible]* PORTABLE** Here's a rugged, quality-built Portable that offers advanced design, smooth, dependable performance and a *low, low economy price!* The Holiday Portable is housed in miracle CYCOLAC (an amazing product that's also used in space-age crash helmets, telephones and household appliances) . . . won't scuff, scratch or fade ever! What's more, the Holiday Portable includes all these important typewriter features: standard 42-key, 84-character keyboard; single and double line space selector; visible margins; margin release key; paper table scale; positive-action backspace key; left and right shift keys; two-position paper bail; paper release lever and a wide, 9½-inch paper capacity. Shipping Wgt. 14 lbs. Specify Pica type, Sapphire Blue color only.

CYCOLAC T.M. BORG WARNER CORP

*TRADEMARK

849N4810—Holiday.
Available in Sapphire Blue and Pica Type.
Retail $58.48

# Smith-Corona ELECTRIC
## PRECISION-CRAFTED PORTABLE

### Electric for Portable Perfection

789N12875—Smith Corona Electric. Automatic Repeat Action! Extra pressure on the space bar or hyphen-underline key will cause automatic action until the key is released. Touch Selector: Choose the exact touch preferred. Impression Control Dial: Increases or decreases the force with which the type bar hits the paper. Key-Set Tabulator: Accurate way to type figures, dates, closing and indent paragraphs. Page Gage: Indicates the amount of paper at the bottom of the page. Carrying case included. Available in Gray only, and in Pica and Elite type. Specify type.

Retail **$173.41**

*office-size keyboard*

Same height as an office typewriter keyboard . . . same width . . . same depth. Keys are same size . . . same spacing as those on office typewriters. Assures you of office typewriter performance with the convenience and economy of a portable.

*page gage*

Accurately indicates the exact amount of paper remaining at the bottom of the page. An exclusive Smith-Corona feature that takes the guesswork out of page-end typing

*quickset margins*

Easiest system on any portable. Set in an instant without moving the carriage

## Famous Imports

Feature for Feature . . . greatest dollar value available!

MADE IN JAPAN

### Valiant by BROTHER

Beautifully Styled . . . Compact . . . Precision Crafted Portable

851N4080 The Valiant has many features of more expensive models, including standard 44 keyboard; two color ribbon; margin stops; space selector; shift lock; rubber reverse; case holder; stencil position; back space key; quick set margin; margin release; full size carriage return lever; touch selector. Complete with carrying case. Pica type only.

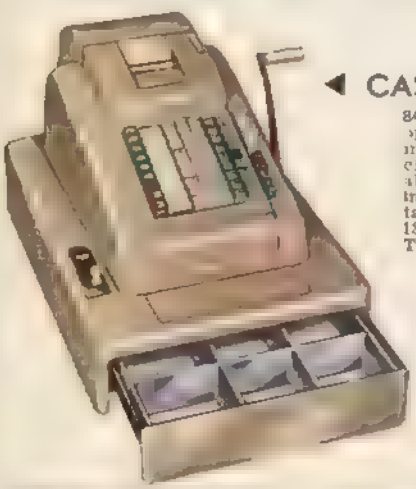
Retail **$59.95**

### Rocket by HERMES

MADE IN SWITZERLAND

852N4411— 'Rocket' Perfect for students, travelers, etc. Features include jointed line space lever, line space selector, left hand margin, end-of-page indicator, carriage release lever, three position ribbon control lever, variable for writing on ruled lines, margin release and jammed type bar release key; shift lock. Complete with carrying case. Pica or Elite type. Specify. **$62.75**

## Remington



### ◀ CASH REGISTER

845N15141—Remington Cash Register. A hand operated bookkeeping cash register and an adding machine. Self-balancing, this versatile machine subtracts paid-outs, your cash in drawer always balances with total on the tape; locked-in totals and subtotals; one-key, five-way lock, tamper-proof tape, nine designation keys. Size: 18⅜" long, 13⅛" wide, 10¾" high. Ring-up $999.99, Total $9,999.99

Retail **$199.50**

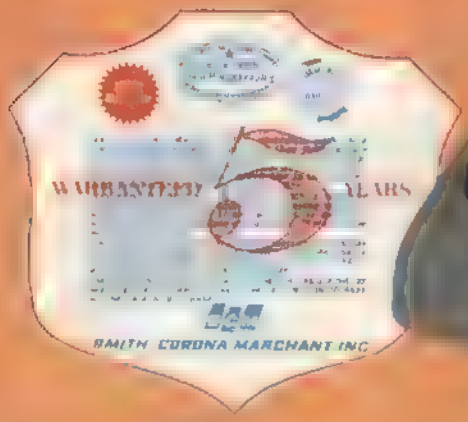
### ADDING MACHINE ▶

With Direct Subtraction

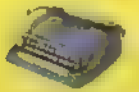
844N9859—Remington Adding Machine. A low cost heavy duty hand operated adding machine, with direct subtracting and single stroke answers, speed your figure work. Jam-proof keyboard; automatic jump totals and subtotals, and self correcting keyboard. List 6, totals 7 columns.

Retail **$127.39**

# SCM SMITH-CORONA




MADE IN U.S.A.



SEAFOAM GREEN

ALPINE BLUE

# STERLING

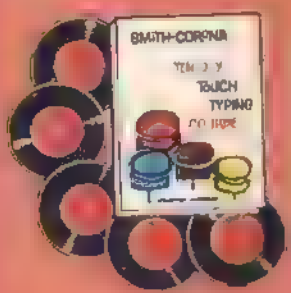
EXCLUSIVE FEATURES

- **STERLING**
  - Office size Keyboard
  - Touch Selector
  - Pre-set Tabulator
  - Page Gage
  - Shipping weight 21 lbs.
- **GALAXIE**
  - Office size Keyboard (2 Extra Keys)
  - Touch Selector
  - Keyset Tabulator
  - Page Gage
  - Quick-set Margins
  - Shipping weight 22 lbs.
- **SKYRITER**
  - Full Size Keyboard
  - Quick-set Margins
  - Page Gage
  - Error Control
  - Touch Selector
  - Shipping weight 13 lbs.

Here's the family portable featured for every office typing needs. And it's packed with big office typewriter features. Rugged yet beautiful, the Sterling provides print perfect typing qualities with greatest ease of operation. Specify Pica or Elite type and choice of color. Include alternate color selection.

**729N7459—Sterling Typewriter.** Available in Gray, Seafoam Green, or Alpine Blue, in Pica or Elite type. **Specify color and type.** **Retail $105.03**

Special Value at $3.95 with purchase of any Smith-Corona Portable. A New 30-Day Touch Typing Course.




- Educator Approved Course of Study
- Even Learning Play-by-Play Vinyl Records
- Pressed by Columbia Records
- Handsome library style portfolio with Deluxe Portfolio
- Easy-to-use, flip-over instruction book

SAGE GRAY

ALL METAL TRIM. NE CARRYING CASE INCLUDED

STAR MIST BLUE

## GALAXIE

The world's fastest non-electric portable . . . truly the aristocrat of portable typewriters. New, lighter carriage . . . more responsive touch . . . tailored to fit your speed and rhythm . . . lightning fast response. Specify Pica or Elite type. List 1st and 2nd color to avoid delay.

**823N10198—Galaxie Typewriter.** Available in Star Mist Blue, Spring Green, Apache Tan and Driftwood Gray, in Pica or Elite type. **Specify color and type.** **Retail $149.27**

SPRING GREEN

APACHE TAN

DRIFTWOOD GRAY

CHARCOAL GRAY

## SKYRITER

Comes with leather-tone soft Vinyl Zippered Carrying Case

The lightweight precision crafted portable makes an ideal traveling companion. Has the high quality write of larger machines. Built sturdily with high acceleration and long life. Specify Pica or Elite type.

**733N5786—Skyriter Typewriter.** **Retail $78.82**

# BUSINESS EQUIPMENT–*ELECTRIC ADDING MACHINES*

**Full Featured—Fully Electric—Low Priced—Model 606.** Now an Electric Adding Machine you can afford! Adds—Subtracts—Multiplies—ELECTRICALLY. 100% U.S.A. made. Underwriters Laboratory (UL) approved. Thousands in use—suits the needs of every professional, farm and home user. Printed tape with large, easily read, American style type, shows every entry. Prints subtracted items with minus sign, sub-total with "S" and total with "T" for easy, quick identification. Correction key, see-through tear off bar. Speeds of 3 cycles per second. Extra long cord. Mar-proof heavy rubber base. Total and sub-total. Enters and adds to $9,999.99. Service available in every state. Portable, weighs just 12 pounds, easily carried or stored. Comes complete with dust cover and instruction book. Shipping Wt., 17½ lbs.

**NOW ONLY $129.50**

**847N9821 Retail $129.50**

This includes all the Federal Tax

Model 708 — same as above except has larger capacity, lists $99,999.99 adds to $999 999 99.

**848N11550 Retail $159.50**

## FOR THE LARGER OFFICE — BRAND NEW

### Does Everything—Prints all entries

**ELECTRIC SUBTRACTOR**

**TRUE CREDIT BALANCE**

lets you subtract a larger number from a smaller and get a true minus figure in red.

**REPEAT COUNTER WINDOW and STEP-OVER KEY automatically**

eliminate multiplication errors, speed calculations. Extra capacity allows multiplying large numbers—**even division by reciprocals**—"proof" multiplication—other figuring generally reserved for calculators. Red and black ribbon cover, instruction book and table showing reciprocals used in dividing come with each. Shipping Wt., 23½ lbs.

**850N19740 Retail $264.50**

## NEW OFFICE TYPEWRITERS

This is the lowest priced, new office typewriter made in U.S.A. It's full size—the 11" model takes a 12" file folder. Super-speed action matches the speed of any standard typewriter ever made. Has every thing: segment shift, quick-set margins, keyset tabulation sets or clears quickly from front; half spacing to correct errors and justify lines; line retainer; heavy all-steel frame. Carriage sizes 11" or 15". Paper capacity 12" on 11" carriage 15½" on 15" carriage. Color: Spruce Green. Standard 84 character American keyboard—Pica or Elite. Specify carriage size and type.

This is PICA This is ELITE

**785N13998 11" Pacemaker Retail $201.32**
**786N15508 15" Pacemaker Retail $224.26**

Shipping weights 11" — 38 lbs., 15" — 42 lbs.

## COMBINATION ADDER AND CASH REGISTER

(can be used as either or both)

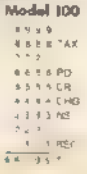
- Safeguard receipts
- Balance cash
- Protect profits

NOW PLUS FREE MONEY MANAGER RECORD SYSTEM

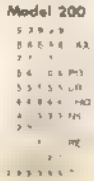
NEW!

The SCM "Business Money Manager" a "do-it-yourself" bookkeeping record for any business, trade, profession, farm or ranch; requires no experience; can be started at any time; gives a clear day-to-day picture of your operation. Meets all federal and state tax requirements. FREE of extra charge with the purchase of any model Smith Corona Cash Register. Available after Sept. 1, 1962 by mailing Proof of Purchase and request to Smith Corona Marchant Inc., New York 22, N.Y. Offer may be withdrawn at any time without notice.

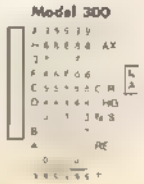
**Model 100**



**Model 200**



**Model 300**



Model 100 — Economy Model — Printed Tape records every transaction—large drawer with bell signals when opened locks with key — Tax, Paid Out, Charge No Sale, Received on Account keys all print when used. Measures 16¾" deep 13¾" wide, 11" high. Shipping Wt., 45 lbs.

**833N11327 Retail $149.50**

Model 200 High performance — low cost — powered rewind with cover — streamlined drawer with chrome front, removable coin tray, locking drawer. Shipping Wt., 52 lbs.

**834N12889 Retail $184.50**

Model 300 — Complete control system — A selection of keyboard panels packed with each machine — Select the one most appropriate or make your own — everything above plus locked-in total, sub-total and detail tape, enforced designation. Tape is a complete legal record. Our best model. Shipping Wt. 52 lbs.

**846N15289 Retail $229.50**

BEHIND EVERY

ULYSSE NARDIN

WATCH IS THIS
WORLD-WIDE GUARANTEE

The Ulysse Nardin Guarantee is recognized throughout the World and will be honored by the Ulysse Nardin agent wherever you are. A Certificate of Origin, bearing the registered number of your individual movement is issued with every watch as your guarantee. High precision is the reason why

Every Ulysse Nardin watch must pass through numerous tests before it leaves the factory. Therefore Ulysse Nardin unhesitatingly guarantees your watch against any material or manufacturing defects or adjustments for a period of one year.

## PRECISION MASTERPIECES
## AUTOMATIC SELF-WINDING

The modern Ulysse Nardin automatic self-winding timepieces are the product of the same driving spirit of true craftsmanship and desire for technical improvement which spurred the original founders of Ulysse Nardin and their successors since 1846.

**Every Ulysse Nardin watch is guaranteed and individually registered**

*Presented in beautiful Deluxe boxes*

*Nine Grand Prizes* *Ten Gold Medals*

# ULYSSE NARDIN

*All watches illustrated in this catalog are fitted with famous Ulysse Nardin movements that are adjusted to temperature, shock protected, with unbreakable mainsprings, and all have 14k gold applied dials.*

### SEA GULL AUTOMATIC

Sleek masculine, rugged automatic mirror lapped gold filled case stainless steel back, water-resistant. Fine Lizard strap

6038W8250 — Retail $165.00
Gold filled case—17 jewel

### EXPLORER AUTOMATIC

Uniquely styled automatic with goldfilled top stainless steel back, water-resistant case. Fine Lizard strap.

6039W7900 — Retail $155.00
Goldfilled case—17 jewel

### POLARIS AUTOMATIC

Dynamic and handsome automatic, 14k gold water resistant case Fine Alligator strap

6040W12750 — Retail $255.00
14k gold case—21 jewel

### COMMODORE AUTOMATIC

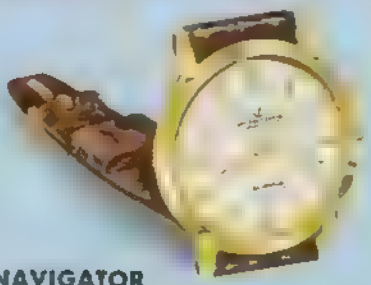
Distinctive self winding automatic Recessed crown 14k gold water resistant case. Fine Alligator strap

6043W12500 — Retail $250.00
14k gold case—21 jewel

### NAUTILUS AUTOMATIC

Elegant self winding automatic 14k gold water-resistant case Fine leather strap

6044W11000 — Retail $220.00
14k gold case—21 jewel



### NAVIGATOR AUTOMATIC

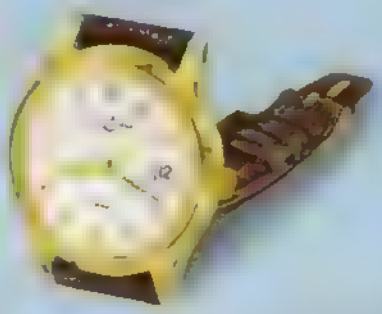
Simple modern style automatic, 14k gold water-resistant case Fine Alligator strap.

6041W11750 — Retail $235.00
14k gold case—21 jewel

### ADMIRAL AUTOMATIC

For active men. Automatic self winding Recessed crown water-resistant case. Gray Lizard strap.

6045W8250 — Retail $165.00
Stainless steel—17 jewel



### SEA CAPTAIN AUTOMATIC

Automatic calendar watch Dial window shows day of month 14k cape top stainless steel back, water-resistant case Fine Lizard strap.

6046W12000 — Retail $240.00
14k gold cape top, stainless steel back—21 jewel

6047W9750 — Retail $195.00
All stainless steel case—17 jewel

### ASTROJET AUTOMATIC

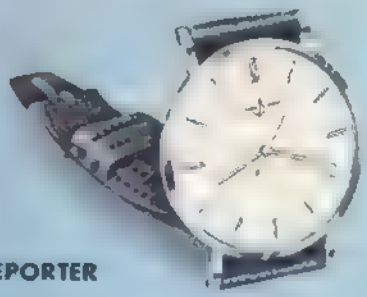
Striking in elegance automatic 14k gold water resistant case. Fine Alligator strap

6042W12000 — Retail $240.00
14k gold case—21 jewel

*Watches shown are slightly reduced in size.*
*Add 10% Excise Tax if not for Resale*
*Retail prices are suggested only and may vary in different trading areas.*

*Nine Grand Prizes* *Ten Gold Medals*

# ULYSSE NARDIN



## REPORTER

Ultra thin stainless steel water resistant 1-pc. case. Sweep second hand. Fine Lizard strap.

6049W8250 — Retail $165.00
Stainless steel water-resistant case—17 jewel

6048W7500 — Retail $150.00
Stainless steel case—17 jewel

## CLASSIC

Ultra thin, simple futuramic design, mirror lapped finish case. Fine Lizard strap.

6050W6750 — Retail $135.00
Gold filled case—17 jewel

## CONTINENTAL

Square, ultra thin as a coin, exclusive and elegant with fine Alligator strap.

6055W12750 — Retail $255.00
14k gold case—17 jewel

## PROFESSOR

Exceptionally flat, distinctly different style, with fine Alligator strap.

6057W9900 — Retail $196.00
14k gold case—17 jewel

*All watches illustrated in this catalog are fitted with famous Ulysse Nardin movements that are adjusted to temperature, shock protected, with unbreakable main springs, and all have 14k gold applied dials.*

## SKIPPER

Ultra thin water resistant. Sweep second hand. Fine Alligator strap.

6051W7750 — Retail $156.00
Gold filled case—17 jewel

6052W9750 — Retail $195.00
14k gold case—17 jewel

## OLYMPIC

Ultra thin attractive style for professional man. Sweep second hand. Fine Lizard strap.

6053W7500 — Retail $150.00
Gold filled case—17 jewel

## STATESMAN

Thin as a coin, exceptionally flat, handsome coin edge finish, with finest top grade strap.

6054W9750 — Retail $195.00
14k gold case—17 jewel

## DIPLOMAT

Ultimate in grace, slender and elegant, for professional men. Sweep second hand. Fine Alligator strap.

6056W10200 — Retail $204.00
14k gold case—17 jewel

## GOVERNOR

Thinner than a coin, mirror lapped case, with fine Alligator strap.

6058W10750 — Retail $215.00
14k gold case—17 jewel

**Every Ulysse Nardin watch is guaranteed and individually registered.**

*Watches shown are slightly reduced in size. Retail prices do not include Excise Tax if not for Resale.*

# Autowind-Selfwinding

## WINDS ITSELF ON YOUR WRIST!

The 25 Jewel Executive Series
Distinguished New Design in Swiss Craftsmanship

**GRUEN...The only watch with Precision* on the dial**

All Gruen Watches have unbreakable mainsprings are anti-magnetic have dust and shock proof crowns.

**(A) AUTOWIND DUDLEY** 25 Jewels. Self-winding, waterproof*, shock and dust resist with nite-glo dial. 10 kt Rolled Gold Plate case. Expansion band
4760W5250 ..... Retail $85.00

**(B) AUTOWIND ENCORE** Gold dial markers. 25 Jewel self-winding, waterproof*. Chrome plated top, stainless steel back. Shock, dust resist. Expansion band
4758W3700 ..... Retail $79.50

**(C) AUTOWIND CORVAIR** Satin-finish dial. 25 Jewels self-winding, waterproof* Stainless steel back Shock, dust resist Nite-glo dial. Expansion band
4757W4200 ..... Retail $89.50
*as long as case, crown, crystal remain intact

**(D) AUTOWIND GILMER** 25 Jewel self-winding waterproof*, 10 kt Rolled Gold Plate top, stainless steel back, Shock, dust resist. Expansion band.
4759W4995 ..... Retail $85.00

**(E) AUTOWIND APOLLO** Self-winding 25 Jewels Waterproof* Shock, dust resist. Chrome plated top, stainless steel back. Expansion band
4755W3625 ..... Retail $79.50
As above with black dial 4756W3625 Retail $79.50

**(G) AUTOWIND TIROS** Self-winding waterproof* 23 Jewel Gruen Precision mvt. Date-calendar Shock and dust resist. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion band
4753W4895 ..... Retail $85.00

**(H) AUTOWIND WINSLOW** 17 Jewel self-winding Waterproof*, shock, dust resist. Chrome plated top, stainless steel back. Rugged expansion band
4761W2985 ..... Retail $59.50
As above with black dial 4762W2995 ... Retail $59.50

**(J) AUTOWIND DAVID** New 17 Jewel self-winding watch that's waterproof*, shock and dust resist. Stainless steel back N-te-glo dial Expansion band
4764W3595 ..... Retail $71.50

**(K) AUTOWIND DELTA** All steel waterproof* watch. 17 Jewel self winding Precision movement Dust, shock resist Nite-glo dial with raised hour markers Distinguished wrist expansion
4754W3495 ..... Retail $71.50

**(L) AUTOWIND BRADFORD** 17 Jewel self-winding waterproof* watch Shock and dust resist, nite-glo dial Stainless steel back Expansion band.
4765W3595 ..... Retail $71.50
Retail Prices include Federal Tax

Retail Prices are suggested only and may vary in different trading areas

# ULYSSE NARDIN

MARQUISE

### MARQUISE

Dynamic, newest luxurious watch in years 14k gold case with 14k gold woven mesh bracelet.
6059W16500 **Retail $300.00**
14k yellow gold—17 jewel

GOLDEN STAR

### GOLDEN STAR

Captivating 14k case latest fashion multi-colored gold with 14k bracelet
6060W19000 **Retail $380.00**
14k yellow gold 17 jewel

PRINCESS

### PRINCESS

Magnificent 14k white gold case and bracelet set with 4 brilliant full cut diamonds.
6061W21000 **Retail $420.00**
14k white gold 4 diamonds—17 jewel

HAZE

### [illegible]

Tailored, dainty and elegant design for evening and sportswear, with fine strap.
6062W7950 **Retail $159.00**
14k yellow gold—17 jewe

### LADY LOVE

Simple and graceful is this creation in mirror-like finish, with cord
6063W7200 Retail $144.00
14k yellow gold—17 jewel
6064W7200 Retail $144.00
14k white gold—17 jewel

LADY LOVE

### VENUS

Fabulous creation, case lapped to a mirror like finish with cord
6065W7600 Retail $152.00
14k white gold—17 jewel
6066W7600 Retail $152.00
14k yellow gold—17 jewel

VENUS

### FAIR LADY

Elegant simplicity, new oval shaped case with silk cord
6067W7500 Retail $150.00
14k yellow gold—17 jewel
6068W7500 Retail $150.00
14k white gold—17 jewel

FAIR LADY

### CHARMING

Fabulous creation, case lapped to a mirror like finish, with silk cord
6069W7800 Retail $156.00
14k yellow gold—17 jewel
6070W7800 Retail $156.00
14k white gold—17 jewel

CHARMING

### YOUNG LOVE

Dainty and petite actually smaller than a dime, with silk cord
6071W8250 Retail $165.00
14k white gold —17 jewel
6072W8250 Retail $165.00
14k yellow gold—17 jewel

YOUNG LOVE

GODDESS

### GODDESS

Simple and dainty, actually smaller than a dime, gold case set with 2 full cut brilliant diamonds A product of master craftsmen Silk cord.
6073W11250 $225.00
14k white gold 17 jewel

CLEOPATRA

### CLEOPATRA

Breathtaking in its execution, 4 full cut brilliant diamonds, set in a stunning 14k white gold dust protected case, with silk cord
6074W13500 $270.00
14k white gold -17 jewel

DIAMOND QUEEN

### DIAMOND QUEEN

Classic beauty, new Marquise opening gold case set with 6 full cut brilliant diamonds. Silk cord
6075W14900 $298.00
14k white gold -17 jewel

FIRST LADY

### FIRST LADY

Beautifully designed gold case set with 8 brilliant full cut diamonds, with silk cord.
6076W15750 $315.00
14k white gold 17 jewel

EMPRESS

### EMPRESS

Dainty and petite, actually smaller than a dime, case set with 20 brilliant diamonds Silk cord.
6077W21000 $420.00
14k white gold—17 jewel

*All watches illustrated in this catalog are fitted with famous Ulysse Nardin movements that are adjusted to temperature, shock protected, with unbreakable mainsprings and all have 14k gold applied dials.*

*Retail prices are suggested only and may vary in different trading areas.*

*Watches shown are slightly reduced in size.*
*Add 10% Excise Tax if not for Resale*
*Our diamonds are of the finest quality*

# ULYSSE NARDIN

## Leading research organization rates

## ULYSSE NARDIN

## as one of the five top quality watches in the world.

From the beginning of every action stands faith

The settlers in a country, the promoters of a company, all those who did realize any great and lasting accomplishment, at first placed themselves under the protection of God, then relied on their own judgment and courage

Under these conditions only man's undertakings are to thrive and survive

*Excerpt from the Bible of Leonard Frederic Nardin.*

For the discriminating man who demands the finest and most accurate timepiece . . . Ulysse Nardin has been the predominant and important factor in chronometer-watchmaking through five generations. In competition Ulysse Nardin Watch Co. has won more prizes and observatory awards than any other watch company in the world. Ulysse Nardin chronometers have been, and are still being used by the U.S. Naval Observatory, Royal Dutch Navy, Imperial Japanese Navy, as well as the astronomical observatories of Washington, Moscow, Greenwich, Ottawa, Geneva and others.

### HIS EXCELLENCY

Designed for the man whose standards of quality are above consideration of price. 18k gold extra flat case. Fine leather strap with 14k gold buckle

6031W22500 Retail $450.00
18k gold case—17 jewel

### ROYAL

Thin as a coin, outstanding for its simplicity, mirror lapped 18k gold case. Fine Alligator strap with 14k gold buckle

6032W15750 Retail $315.00
18k gold case—17 jewel

### SOVEREIGN

New and distinctive square extra flat watch. 18k gold case fine Alligator strap with 14k gold buckle

6033W18750 Retail $375.00
18k gold square case—17 jewel

### EXECUTIVE

Ultimate grace and simple design are combined in this watch for professional man. 18k gold case. Sweep second hand. Fine Alligator strap with 14k gold buckle

6034W16500 Retail $330.00
18k gold case—17 jewel

### SUPREME AUTOMATIC

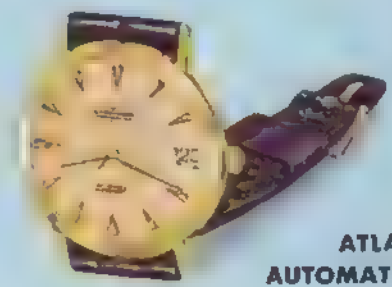
Self winding automatic. 18k gold case. Fine Alligator strap with 14k gold buckle. OFFICIAL CERTIFIED CHRONOMETER

6031W23000 Retail $420.00
18k gold water resistant case—21 jewel

### PRESIDENT

Ultra thin, masters of engineering skills created a watch as thin as a coin. Mirror lapped 18k gold case. Fine Alligator strap with 14k gold buckle

6031W23750 Retail $275.00
18k gold case—17 jewel



### ATLAS AUTOMATIC

Self winding automatic, alenda date. 18k gold case. Fine Alligator strap 14k gold buckle. OFFICIAL CERTIFIED CHRONOMETER

6031W23500 Retail $450.00
18k gold case—Calendar-date—21 jewel

SINCE 1846
OVER 4000 OBSERVATORY AWARDS

*Watches shown are slightly reduced in size*
*Add 10% Excise Tax if not for Resale.*

*Retail prices are suggested only and may vary in different trading areas*

# Waltham

# Premier

## *For the Discriminating Buyer*

Waltham watches are of prize-winning quality, sturdily constructed cases fitted with accurate dependable movements embracing many of the latest features in fine watch making

### Premier Maximus—100 Jewels

8103W5750 Rotoron self-winding waterproof* watch 100 functional jewels. 14K Yellow Gold-filled case with stainless steel back. Matching yellow gold-filled adjustable expansion bar. Silvery second dial, luminous dial. Ultra-thin movement has 100 jewels, unbreakable mainspring. **Retail $135.00**

8104W5750—Same as above but with all steel case and combination expansion band **Retail $115.00**

### Premier Riverside—65 Jewels

8105W5475—Rototron self-winding waterproof* watch 65 functional jewels transform every motion of wrist into power. Plate brake spring energy. 10K Yellow rolled gold plate case with non-corrosive back. 10K gold-filled adjustable expansion bar. Silvery second dial, luminous dial. Ultra-thin movement has 65 jewels, unbreakable mainspring. Shockproof, unbreakable mainspring. **Retail $110.00**

8105W5150 Same as above but with all steel case and expansion band **Retail $100.00**

*Waltham Retail Prices Include 10% Federal Excise Tax*

# Waltham

## RIVERSIDE SIGNET SERIES

The Waltham Watch Co fully guarantees all their watches against defective material and workmanship.

### AUTO NEPTUNE

8107W3995 — Self-winding waterproof* 14K gold case watch with a thin streamline look. Yellow top case with non-corrosive back. 25 jewels. Shockproof, unbreakable mainspring. Expansion band with leather trim **Retail $79.50**

8108W3695 Same as above but with Chrome top case and steel back. **Retail $75.00**

### AUTO COMMANDER

8109W2785—Self-winding waterproof* watch. Designed for dress wear but durable for sport or casual wear. 17 jewels. Chrome top case with non-corrosive back. 10K gold-filled adjustable expansion band. Shockproof, unbreakable mainspring. **Retail $56.50**

8110W2985 Same as above but with Yellow rolled Gold plate case. **Retail $59.50**

### GOLDEN CLAUDE

8111W5195 25 jewel dress watch with super-slim styling. A distinctive watch for the distinguished man. 14K yellow gold case. Elegant textured dial. Shockproof and unbreakable mainspring. 10K gold-filled adjustable expansion band **Retail $105.00**

** Guaranteed waterproof as long as case, crown and crystal are intact*

### ULTRA-THIN SAMSON

8112W5150—21 jewel self-winding waterproof* ultra-thin watch. Yellow top case with stainless steel back. Rich champagne dial. Shockproof and unbreakable mainspring. Matching two-tone adjustable expansion band **Retail $100.00**

### 25 JEWEL TERENCE

8113W4250—25 jewel dress watch contoured to fit the curve of his wrist. Styled to denote masculine elegance. 10K yellow gold filled case with matching adjustable expansion band. Black dial. Shockproof, unbreakable mainspring **Retail $85.00**

8114W4250 Same as above but with white dial. **Retail $85.00**

**Traditional Quality from the House of Bennett**

# Waltham

## PREMIER ROYAL SERIES

**GUARANTEE** The Waltham Watch Co. fully guarantees all their watches against defective material and workmanship.

**8127W2645—Date Sport.** 17 jewel calendar watch tells time, date. Easy to read date window. Waterproof* Yellow case with non-corrosive back. Sweep second hand, luminous hands and hour dots. Shockproof, unbreakable mainspring. 10K Gold-filled expansion band. **Retail $62.50**

**8115W2450**—Same as above but with Chrome top, stainless steel back. **Retail $49.50**

**8116W2395—Roscoe.** Dignified dress watch for the distinguished man. Superbly styled case has Yellow top, stainless steel back. 17 jewel movement. Shockproof, unbreakable mainspring. Matching 10K Gold-filled expansion band. **Retail $47.50**

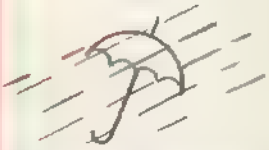
**8117W2795—Ocean Comet.** 25 jewel waterproof* watch for both dress and sports wear. Chrome top case, steel back. Luminous hour dots and hands, sweep second hand. Shockproof, unbreakable mainspring. Expansion band. **Retail $55.00**

**8118W2950**—Same as above but with Yellow top case, non-corrosive back, 10K Gold-filled adjustable expansion band. **Retail $59.50**

## Waltham

### Waterproof*

### 17 Jewel



*Guaranteed waterproof as long as case, crown and crystal remain intact.*

### SETH

**8119W2175** Super slim dress watch. Chrome top case with steel back. 17 jewels. Stick dial. Shockproof, unbreakable mainspring. Adjustable expansion band. **Retail $42.50**

**8120W2295** Same as above but with Yellow top case, non-corrosive back, 10K Gold-filled adjustable expansion band. **Retail $46.50**

### OCEAN IMPERIAL

**8121W2195**—Ideal watch for men in the Armed Forces. 17 jewels. Waterproof* Yellow top case, non-corrosive back. Matching expansion band. Sweep second hand, luminous hour dots and hands. Shockproof, unbreakable mainspring. **Retail $45.00**

**8122W1845**—Same as above but with Chrome top case, stainless steel back. **Retail $37.50**

### AUTO BROKER

**8123W2985** Fashionable styling in an all-purpose watch. Self-winding waterproof* dress watch. All steel case and combination expansion band. 17 jewel movement. Shockproof, unbreakable mainspring. **Retail $59.50**

Waltham Retail Prices Include 10% Federal Excise Tax

## Transportation Watches in Choice of 17 Jewel or 25 Jewel Models

**8124W2485—Quincy.** Time honored style for men. 17 jewel pocket watch. Dust protected Chrome top case with non-corrosive back. Fully numbered minute track. Black enameled arabic figures. Durably constructed. Shockproof, unbreakable mainspring. Leather fob included. **Retail $49.50**

**8125W3195—Quincy 25.** Railroad style 25 jeweled watch. Ideal for drivers, farmers, mechanics. 10K Yellow rolled Gold plate case. Black enameled arabic figures, numbered minute track. Shockproof, unbreakable mainspring. Leather fob included. **Retail $65.00**

**8126W3795—Skin Diver.** 100% waterproof* to depth of 25 fathoms. Perfect for skin diving, fishing. Turning rim shows elapsed time of dive. Luminous dial visible in total darkness. All steel case. 17 jewels. Shockproof, unbreakable mainspring. Expansion band. **Retail $75.00**

# Waltham Premier

## COLONIAL DAME SERIES

### ◀ Diamond Queens

**7974W6250—DIAMOND LADY.** Ten sparkling diamonds set in a distinguished 10K white rolled gold plate case, non-corrosive back. 25 jewel movement Shockproof, unbreakable mainspring. Matching 10K gold-filled cord bracelet with safety chain on clasp. **Retail $125.00**

**7676W11900—DIAMOND FLARE.** 22 fiery diamonds set in a petite 14K white gold case. Simplicity is personified in this dainty watch. 25 jewel movement. Shockproof, unbreakable mainspring 10K gold-filled mesh adjustable bracelet with safety chain. **Retail $245.00**

**7975W4750 — DIAMOND PETITE.** Fabulously beautiful dress watch with 4 brilliant diamonds set in a 10K white rolled gold plate case, non-corrosive back. 17 jewel movement. Shockproof, unbreakable mainspring. 10K gold-filled wide mesh bracelet **Retail $95.00**

ILLUSTRATIONS ENLARGED TO SHOW DETAIL

### Dame Petite ▶

**7977W4650—GOLDEN ALMA.** A captivating example of modern design. 14K white gold case. 25 jewel movement Petite styling. Shockproof, unbreakable mainspring. 10K gold-filled expansion bracelet. **Retail $95.00**

**7978W4650**—Same as above but in 14K yellow gold **Retail $95.00**

**7979W2995—LADY NINA.** Graceful tear-drop styling. 10K white rolled gold plate case has non-corrosive back. 25 jewels Shockproof, unbreakable mainspring. 10K gold filled adjustable expansion bracelet completes lovely effect **Retail $62.50**

**7980W2995**—Same as above but in 10K yellow rolled gold plate case. **Retail $62.50**

**7981W3250—LADY ELAINE.** Petite 25 jewel watch will pass through a ring Tear-drop styling 10K white rolled gold plate case, non-corrosive back. Shockproof, unbreakable mainspring. 10K gold-filled adjustable expansion bracelet **Retail $65.00**

**7982W3250** Same as above but in 10K yellow rolled gold plate case **Retail $65.00**

**Beautiful Presentation Boxes**

### ◀ Dame Fashion

**7983W3350—GOLDEN CAROL.** Elegant 14K yellow gold case with contour sculptured design. Very legible skip figure dial. Accurate 25 jewel movement Shockproof, unbreakable mainspring. 10K gold-filled adjustable expansion bracelet. **Retail $67.50**
**7984W3350** Same as above but in 14K white gold **Retail $67.50**

**7985W2575—NELLIE.** Superbly styled 25 jewel watch Dainty and petite, it can pass through a ring. 10K yellow rolled gold plate case, non-corrosive back. Shockproof unbreakable mainspring. 10K gold-filled adjustable expansion bracelet. **Retail $52.50**
**7985W2575**—Same as above but in 10K white rolled gold plate case. **Retail $52.50**

**GUARANTEE** The Waltham Watch Co. fully guarantees all their watches against defective material and workmanship.

**Bennett Brothers, Inc.—Traditional Quality**

# Waltham Premier

## COLONIAL CLASSIC SERIES

### Classic Petite ▶

**7987W2950—LADY AGNES.** 17 jewel sport watch. Accurate and smartly styled. 10K yellow rolled gold plate case with non-corrosive back. Shockproof, unbreakable mainspring. Black suede strap. **Retail $59.50**

**7988W2950**—Same as above but in 10K white rolled gold plate case. **Retail $59.50**

**7989W3150—ROSALINE.** So petite it can pass through a ring. Dainty 10K yellow rolled gold plate case with non-corrosive back. 17 jewels. Shockproof, unbreakable mainspring. 10K gold-filled expansion bracelet. **Retail $65.00**

**7990W3150**—Same as above but in 10K white rolled gold plate case. **Retail $65.00**

**7991W3595—FELICIA.** Glamour styling at its best. Yellow teardrop shaped case, elegant in its simplicity. Rich champagne dial. 7 jewels. Shockproof, unbreakable mainspring. Matching 10K gold filled mesh bracelet **Retail $71.50**

**7992W3595**—Same as above but in white. **Retail $71.50**

## 17 JEWELS

### ◀Classic Fashion

**7993W2095—MARGARET.** Charming classic dress watch, demurely styled. Sculptured white case with non-corrosive back. 17 jewels. Shockproof, unbreakable mainspring. 10K gold-filled expansion bracelet. **Retail $42.50**

**7994W2095**—Same as above but in yellow. **Retail $42.50**

**7995W1895—CONSTANCE.** Superb dress watch. 17 jewel dependable movement. White top case with non-corrosive back. Shockproof, unbreakable mainspring. 10K gold-filled adjustable expansion bracelet. **Retail $37.50**

**7996W1895**—Same as above but in yellow. **Retail $37.50**

*The name Waltham is an assurance of exceptional reliability and lifetime of dependable and accurate service.*

## Classic Sport and Nurse Watches ▶

**7997W2650—NURSE LAURA.** For nurses, career women, homemakers, all women at work. 10K white rolled gold plate case with non-corrosive back. 17 jewels. Sweep second hand. Shockproof, unbreakable mainspring. 10K gold-filled adjustable expansion bracelet. **Retail $52.50**

**7998W2650**—Same as above but in 10K yellow rolled gold plate case **Retail $52.50**

**7999W4150—AUTO JOY.** Self-winding waterproof* watch for sports wear. Curved white Chrome top case, non-corrosive back. 17 jewel movement. Sweep second hand. Shockproof, unbreakable mainspring. Steel adjustable expansion bracelet **Retail $82.50**

**8100W4295**—Same as above but in yellow case and bracelet **Retail $85.00**

**8101W3050—SEA LILY.** Waterproof* lady's watch for casual or dress wear. All steel case. Sweep second hand, luminous hands and hour dots. 7 jewels. Shockproof, unbreakable mainspring. Adjustable expansion bracelet. **Retail $62.50**

**8102W3250**—Same as above but in yellow case and bracelet **Retail $65.00**

*Guaranteed waterproof as long as case, crown and crystal are intact

**Prompt Delivery from New York and Chicago**

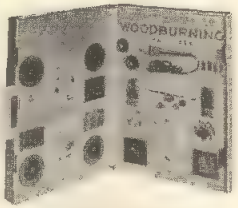
# for year-'round sales

## AMERICAN TOYS AND HOBBY KITS

TEACH 'N-FUN

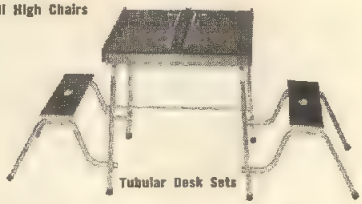
Tool Chests

Doll High Chairs




Wood Burning

Toy Chests



Tubular Desk Sets

Peg Tables

Get a bigger share of the toy and hobby market with the complete quality line—American Teach-N-Fun. Each unit incorporates the finest elements that go into successful selling—attractive cartons designed for point of sale impact, colorful merchandise, excellent design, practical play appeal and quality construction. A combination of factors that makes American a consistent year 'round seller. Write for Big Full Color Catalog. It's FREE! Illustrates the American Teach-N-Fun line including famous woodburning, tool craft and metal tapping sets plus peg benches, doll furniture, toy chests, wall boards, take-a-part and pre-school toys. Get your copy today.

**AMERICAN TOY AND FURNITURE COMPANY**

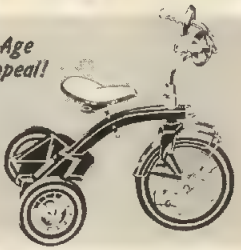
6130 N. Clark St. • Chicago, Ill.

# EVA

COMMENDED by PARENTS

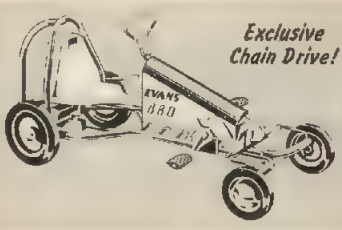
**EVANS BICYCLES . . .** 19 exciting styles in boys' and girls' sizes—24″ and 26″ . . . colossal colors!

*Space Age Sales Appeal!*

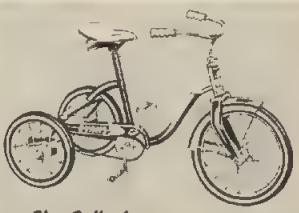


**DELUXE CHARIOT-STEP TRIKES . . .** A size for every tike! 4 distinctive models, in wheel sizes from 10″ to 20″.

*Exclusive Chain Drive!*




**SKY KARS . . .** 4 racy styles in chain drive and pedal drive models. Brilliant colors!



*Sure-Fire Seller!*

**CHAIN DRIVE TRIKE . . .** Fast moving—fast-selling! Deluxe chain drive trike has 16″ front wheel. Brilliant flamboyant red.

# NS

*Styled with New Car Zip and Flash*

**SIDEWALK BIKES** . . . Convert from boys' to girls' models by removing cross bar. 16" to 20" wheel sizes.

**CONVENTIONAL TRIKES** . . . 5 flashy models in wheel sizes from 8" to 20".

Get with the Bicycle and Wheel Goods line that backs you with automotive styling, know-how, quality and service . . . EVANS!

*write today for Catalog...*

See everything you need to introduce 'em to the world of wheels and keep them coming back through the teens!

**EVANS CYCLE**

Div. of Howell Industries, Inc.

Mt. Clemens, Michigan

# Our complete line includes:

- Astro Launch
- Traffic Control
- Mechanical Shooting Gallery
- Etch A Sketch®
- Sketch A Graph
- Astroray® Gun
- Fido's Musical Dog House
- Metal, Plastic & Metal Tea Sets
- Field & Snare Drums
- Musical & Action Tops
- Mechanical Toasters
- Ironing Boards
- Play & Electric Irons
- Doll Strollers & Walkers
- Farm Sets
- Vinyl Animals
- Vinyl & Poly Toy Tractors
- Metal & Poly Sand Pails
- Sand Trucks & Windmills
- Sand Sieve Sets
- Mechanical Seaplanes
- Mechanical Speed Boats
- Metal & Poly Garden Sets
- Watering Cans
- Lawn Mowers
- Wheelbarrows
- Toddler Tractors
- Snow Shovels
- Magnastiks®
- Chinese Checkers
- Checkers
- Tic Tac Toe
- Target Sets
- Slates
- Geographical Globes
- Banks
- Lunch Boxes

WORLD FAMOUS
THE OHIO ART CO.
FOR QUALITY
BRYAN, OHIO U.S.A.

*Our latest Catalog*

*Yours*

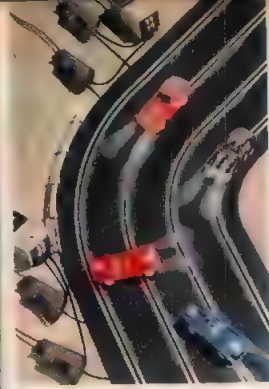
*for the asking!*

## THE OHIO ART COMPANY
BRYAN, OHIO

New York Office: 200 Fifth Avenue Bldg., Rm. 628 • Phone: CHelsea 2-6656-7

# It Duplicates

## THE SPEED...THRILLS...



Ⓐ Ⓑ Ⓒ Ⓓ **Strombecker Races** give you authentic 1/32 scale models minutely detailed, designed, and built to last. Even the track sections are improved because they are constructed of asphalt-like plastic with textured surfaces that give maximum traction. A new spade and socket system positively joins, aligns, and connects each track section. The cars are better, due to nylon plastic construction. The motors have lifetime lubricated bearings with self-adjusting carbon brushes. The pick-up wires are heavily braided yet extra sensitive, and allow maximum "skid-outs" on curves. One-piece spoke type wheels are chrome-plated. You get smooth acceleration quickly with individual heavy-duty rheostat controls that feature built-in easy-to-read speedometers PLUS twin-circuit power pack. Manufacturers warranty and 32-page racing booklet with each set

Ⓐ **Now, All Car Lovers, young and old,** can get the Ultimate—A Ward Exclusive—The Twin Loop Sport Special converts to countless different layouts in minutes. The cars: XKE Jaguar and a Berlinetta have working headlights. The track presents a challenge—there are two lane changers and one obstacle section; plus straight track, curved track with pliable fencing, and graduated overpass supports. The **DE-LUXE LAP COUNTER**—included—gives positive counts at each lap up to 100. Twin circuit power pack with 2 individual controls delivers power. Track side figures, racing barrels, and half tires lend realism. Plus inter changeable Ford, Pontiac, Testa Rosa, and "D" Jaguar bodies without headlights but with accessories Track customizing kit has flags, poles, banners to individualize set. Glo-In-Dark numerals for 6 car bodies give the added touch for night racing

48 T 8002—Layout about 113x23½ in. Wt. 44 lbs **$36.95**

Ⓑ **Double The Track And Double The Fun** with the New Strombecker 4-lane layout. A complete set or racing enthusiasts who want the most from model road racing. You get the XKE Jaguar, Famous "D" Jaguar, Berlinetta, and one Testa Rosa . . . all with working headlights, authentic racing stripes and numerals that glow in the dark. 2 power packs, four individual rheostat control throttles, track, pliable fence sections and overpass supports are also included 96x24-in. layout has Manufacturers warranty

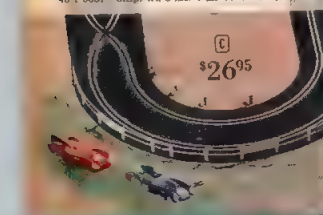
48 T 8003—Ship. wt. 13 lbs. 10 oz. **$49.50**

Ⓓ **"BRM" Special** with power pack assembles in 15 minutes 2 Sleek BRM racers travel the over and under figure 8 track. 2 throttle controls; graduated supports, straight, curved track and fencing incl

48 T 8000 Layout abt 70x28 in. Wt. 7 lbs. 2 oz. **$19 95**

Ⓒ **Why Wait For Memorial Day?** You get an "Indianapolis Speedway" that converts in minutes to 8 other fascinating layouts. You get an XKE Jaguar and Berlinetta—both with working headlights—racing stripes and numerals that glow in the dark, PLUS 2 extra car bodies without working headlights. Track includes an obstacle section, curved and straight sections with two lane changers. To increase your pleasure, the race has realistic asphalt-like plastic track; and a customizing kit with flags, banners, and poles. 2 individual controls and twin circuit power pack allow positive acceleration on curves that are bordered with pliable fence sections. Racing barrels, half tires, track side figures, and supports for the banked curves lend realism to the 101x28 in. layout.

48 T 8001 -Ship. wt. 8 lbs. 4 oz. . . . . **$26.95**



## STROMBECKER ACCESSORIES

Six easy to-assemble 1/32 scale model car kits with drivers and decals. Colors will vary. Wt. 8 oz. each

Ⓔ 48 T 8004—Bowes Special Indy Racer..... **$2.95**

Ⓕ 48 T 8005—Cooper Formula I Racer ..... **2.95**

48 T 8006—"D" Jaguar racing car. . . . . **2.95**

48 T 8007—Ferrari Testa Rosa Racing Car..... **2.95**

48 T 8008—Jaguar XKE Racer. ..... **2.95**

48 T 8009—Ferrari Berlinetta Racer.. ..... **2.95**

48 T 8010—2 Pieces straight Track Wt. 14 oz. .. **2.29**

48 T 8011—2 Curved track w/fence. Wt. 14 oz... **2.74**

48 T 8012—Chicane Obstacle track. Wt. 8 oz. ... **1.69**

48 T 8013—Pair Lane changing track. Wt. 9 oz.. **2.98**

48 T 8014—Hump track w/bridge. Wt. 10 oz.... **2.29**

48 T 8015—Lap counter w/track. Wt. 1 lb. 2 oz. **5.66**

48 T 8016—Dual Output power pack. Wt. 2 lbs. **6.49**

48 T 8017—Rheostat Control Throttle. Wt. 3 oz.... **1.79**

Ⓖ **Exclusive Eldon "Selectronic" Road Race** means that you have diode control of each car. Diode control gives independent control of each car on either track or on the same track at the same time. Race begins when flagman automatically turns on the current insuring fair and equal starts. Each operator controls the speed of his car by rheostat controls that transmit power to the car diode, and each operator has a "Selectronic" switch to change lanes for his own or the competing car. A lap counter keeps track of each car up to 50 laps. Asphalt plastic straight and curved track is easily connected. Set has enough track for multiple layouts, fencing for curves, and graduated supports that create an overpass plus a cross track for added excitement. For a final touch of realism, the set has decals so you can customize the 2 Ferrari "Testa Rosa" cars. Power pack also included. Rheostat controls have "scaled speed" speedometers.

48 T 8052—Layout about 84x66 in. Ship. wt. 10 lbs. ..... **$25 95**

Ⓖ **Here's an exciting Eldon** economy priced set including power pack. The "8" road race has 2 Ferrari type cars with newly designed wheels and rubber racing tires. 2 switches overpass supports, prewired "asphalt-plastic" snap together track, fencing. Readrace kit at a bargain price

48 T 805. Layout about 48x24 in Ship wt 6 lbs. **$12 99**

## ACCESSORIES FOR ELDON ROAD RACES

48 T 8053—Preassembled Straight Track section. Ship. wt. 3 oz. ..... **39c**

48 T 8054—Preassembled Curved Track Section. Ship. wt. 3 oz..... **.57c**

48 T 8055—6 pcs. Fencing with decals. Ship. wt. 3 oz. ..... **49c**

48 T 8056—2 pc. Obstacle Track. Ship. wt. 5 oz. .... ..... **$1.55**

48 T 8057 Lap counter, counts up to 50 laps. Ship. wt. 3 oz. ..... **2.39**



SAVE THIS CATALOG—
*Toys available until October 1, 1964*

# *Real Road Racing*

HAZARDS... NARROW ESCAPES

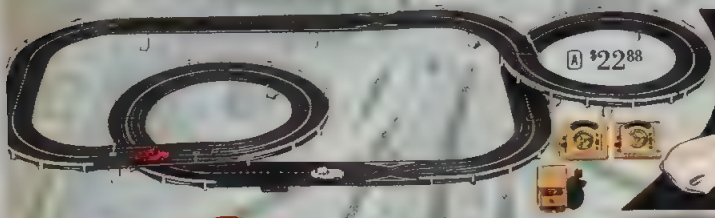
Ⓐ
$36.95

Ⓕ Ⓕ

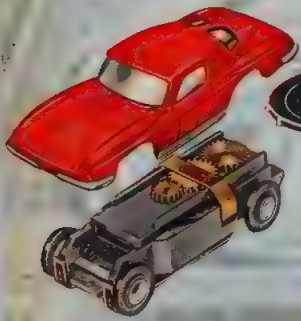
Ⓗ $25.95

Exclusive "Selectronic" Switch

# Unbelievable Speed and Curve Control



Ⓐ $22.88



Ⓑ $14.44

Ⓒ $29.88

Ⓖ $29.95

$25.88

Ⓗ

# with New HO Cars

**A B C Facts About The Aurora HO Sets:** The cars will run the complete track in reverse. Famous Driver Stirling Moss says, "Aurora's New Thunderjet '500' motor is incredibly fast. It really takes great skill to get these little cars around the course even for a professional racing driver. They flip over, spin out, and crash at high speeds." Experience all the dangers and thrills of real auto racing.

The cars will reach scale speeds of over 600 MPH, and have only 2 lubrication points. The pick-up brushes have a life of over 400 hours. All cars have bright chrome-plated front and rear bumpers and hubs. Cars run on any DC HO road race. Do not run on AC sets. Aurora 1963 cars have larger armatures and commutators than any other HO cars PLUS solid nylon chassis which mean more power and longer car life. All sets have Thunderjet Speed controls with a reverse switch and brake that look like a section of a real dash board. 18-Volt DC power pack also included. Aurora HO sets can be used in conjunction with present HO train systems. HO scale road races occupy about ½ the space of comparable ⅛₂ scale sets.

**A Aurora 2 Lane HO** set features XKE Jaguar, and Corvette Sting Ray with so much straight and curved track that countless layouts can be built. Automatic lap counter is built right into the track. Graduated trestles with fencing for curves, and a pair of criss-cross sections help create a "highway intersection."

48 T 8027—Layout about 25¼x55¼ in. Ship. wt. 7 lbs. 12 oz. .$22.88

**B Thunderjet Basic Set** has Two Indianapolis Racers that race on an over and under figure 8 track. A perfect starter for those who want to build HO racing. Straight, curved track and a graduated trestle set with fencing for curves.

48 T 8026—Ship. wt. 5 lbs. 8 oz. Layout about 39x18 in... .....$14.44

**C The 4-Lane Thunderjet**—More Lanes—More Fun—with a Sting Ray, Buick Riviera, Thunderbird, and XKE Jaguar. 4 independent controls, one for each car. The layout can be extended; see enclosed service manual. Straight track, curved with fencing plus graduated trestles.

48 T 8028—Layout about 36x36 in. Ship. wt. 7 lbs. 12 oz..... . $29.88

## AURORA ACCESSORIES

| | |
|---|---|
| 48 T 8038—Ship. wt. 2 oz. Ford Convertible w/driver/motor | $2.29 |
| 48 T 8039—Ship. wt. 2 oz. Ford Hardtop w/driver/motor..... | 2.29 |
| 48 T 8040—Ship. wt. 2 oz. Indy Racer w/driver/motor..... | 2.29 |
| 48 T 8029—Ship. wt. 2 oz. 5-in. Straight track 2-lanes.. .. .. .. | 39c |
| 48 T 8030—Ship. wt. 2 oz. 7-in. Straight track 2-lanes..... | 39c |
| 48 T 8031 Ship. wt. 2 oz. 9-in. Straight track 2-lanes. . . | 39c |
| 48 T 8032—Ship. wt. 2 oz. 6-in. Curved track 2-lanes..... | 39c |
| 48 T 8033—Ship. wt. 3 oz. 9-in. Curved track 2-lanes . . | 49c |
| 48 T 8034—Ship. wt. 3 oz. Straight terminal track 2-lanes.. . ... | 77c |
| 48 T 8035—Ship. wt. 1 oz. Four 18-in. fence rails and posts. . | 77c |
| 48 T 8036—Ship. wt. 6 oz. Pair Criss-Cross Tracks 2-lanes.....$1.49 | |
| 48 T 8037—Ship. wt. 3 oz. 9-in. Lap Counter 2-lane Section..... | 1.19 |

## NEW AUTO-RAMA

**G** The A.C. Gilbert Company, a mark of quality for over fifty years, introduces the Auto-Rama Road Race with Fly-Over Chicane. One of the most unusual accessories in table top racing, the new Jump Ramp permits cars to leap in the air—and keep right on racing. A switch lets you make your car leap and change lanes in MID-AIR. It takes real skill to negotiate the jump. Imagine the excitement when both cars approach the ramp at once. Fly-over kit even has an automatic red warning light. Set has two Ford cars, completely assembled, ready to operate. Custom decal kit added so that no two cars look alike. Separate controls for each car look like real automobile accelerators. Enough track for multiple layouts as well as unusual layout (shown).

Fencing with metal posts and trestles for curves with set. DC power pack and independent car controls included. *Matchbox.*

48 T 8065 M—Overall layout about 26x22 in. Ship. wt. 10 lbs... $29.95

## ACCESSORIES FOR GILBERT AUTO-RAMA

| | |
|---|---|
| 48 T 8066—Ship. wt. 3 oz. 7-in. Straight track..... | 39c |
| 48 T 8067—Ship. wt. 3 oz. 8-in. Curved track..... | 39c |
| 48 T 8068—Ship. wt. 4 oz. Fencing with metal posts..... | 98c |
| 48 T 8069—Ship. wt. 1 lb. Lap counter use on any 2-lane race . | $3.88 |

**H Marx Created This 15° High Speed Banked Track Special Speedway** especially for Wards. One of the finest innovations since the introduction of model speed ways, the set features 15° banked curves that let cars run "Wide-Open" on straight and banked track. Newly developed "Metal-Cal Special" and "Watson Special" are ⅛₂ scale cars with armature engines that transmit power by nylon gearing to over sized rear wheels. Set has rheostat controls and power pack; obstacle track; straight and curved track with fencing for curves. To give realism, set has a repair pit, grandstand, checkered starting flag, 6 figures in action poses—even a set of miniature plastic tools. Graduated trestles are added to elevate the un-banked curve plus a bridge with plastic brick-like sides. Lap counter included.

48 T 8076—Layout about 29½x91 in. Ship. wt. 12 lbs.....$28.88

## ACCESSORIES FOR MARX ROAD RACES

| | |
|---|---|
| 48 T 8077—Ship. wt. 3 oz. Straight track. ... ..... ..... | 89c |
| 48 T 8078—Ship. wt. 4 oz. Curved track.. . ..... ..... | 99c |
| 48 T 8079—Ship. wt. 8 oz. Pliable Fencing. 12 pcs. ..... | 99c |
| 48 T 8081—Ship. wt. 5 oz. Watson Special Car with motor | $4.29 |
| 48 T 8062—Ship. wt. 5 oz. Metal-Cal Special Car with motor | 4.29 |

**J Take The Wheel of The AMT Car.** For the first time a car that you can really steer. Featuring a steering wheel that you hold in your hand with hand accelerator. If you spin out, a reverse shift helps you get started again. AMT cars can spin 180° like real racers, but cannot leave the track avoiding damage to cars, furniture. The cars will not come off the track once you mount them because each car has a guide runner that inserts into the guide slot of the track. When you get the lead, you can cross over and take the pole position, just like real racing. Your opponent then has to "Steer" to the outside to pass. Both cars can run in the same track; yet the cars are independently controlled. The set has two crossover-tracks; therefore two places where you can switch lanes to block your opponent or get the pole position. You can even brake the cars with the steering mechanism. Set includes enough track, straight and curved for pictured layout. No need for fenced curves here. Power pack; individual controls for one Model-T, one Chevrolet car included.

48 T 8090 M—Ship. wt. 22 lbs. Layout about 96x48 in. *Matchbox*..... .$44.95

## ACCESSORIES FOR AMT ROAD RACES

| | |
|---|---|
| 48 T 8091—Ship. wt. 2 lbs. 8 oz. Straight track. (Pair). ..... | $3.69 |
| 48 T 8092—Ship. wt. 2 lbs. 8 oz. Curved track. (Pair). ..... | 3.69 |
| 48 T 8093—Universal Lap counter that works on any 2-Lane DC set. Hookup fittings included. Records laps for individual car in any lane. Ship. wt. 2 lbs..... | $7.49 |

**K Your Road Race Deserves A Safe Storage Place.** Wood grain sturdy corrugated fiberboard box with cover slides under beds or other out of the way places. Will keep equipment dust free, stores most layouts. Even has 4 handles (2 on ends—2 on sides). Length 58 in.; Width 32-in.; Height 5 in. Get one for trains and other models.

48 T 8075 Ship. wt. 5 lbs. 8 oz. ..... $3.69

**M The Cragston Road Race**—an exceptional race at a Budget price—features many of the qualities of larger more expensive sets. The figure 8 over and under race is battery operated with individual push button controls for each car. The entire set can easily be assembled or taken apart. The race even has two cross-over track sections that provide excitement and a chance to test your driving skills. Snap together straight and curved track with fencing for curves; graduated supports for overpass plus two racers. Set uses 4 D-Cell batteries, not included. See Page 301 for special long lasting batteries. Layout about 27½x63½ in.

48 T 2543—Ship. wt. 3 lbs. 8 oz. . $6.99

## Fort Apache

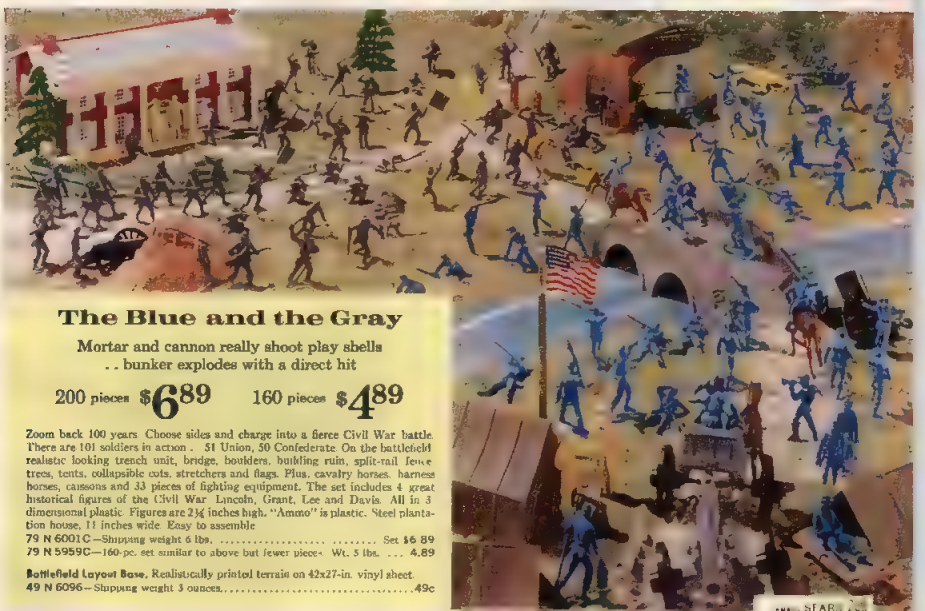
**Whoop it up in the Wild West. Save the wagon train . . shoot the play cannon . . fight Indians on the warpath**

196 pieces **$7.89**

Here's a stockade on the prairie frontier . . an Indian tepee village right outside the walls. Add cavalrymen, Indians, horses . then get ready to protect the fort Headquarters building is steel 12x4x11 inches high. The stockade is detailed plastic . . with blockhouses and catwalks. For action, 20 cavalry men, 45 Indians, 12 horses 3 tepees, scaling ladders, wagons, well and bucket, totem poles plus 89 pieces of cavalry equipment . . all molded plastic Scale model cannons shoot soft plastic shells. Easy to assemble

79 N 5962C—Shipping weight 6 pounds..... $7.89

**Western Landscape Base.** Detailed printed terrain on 42x27 inch vinyl sheet.
49 N 6094 Shipping weight 3 ounces..... .49c



## The Blue and the Gray

**Mortar and cannon really shoot play shells . . bunker explodes with a direct hit**

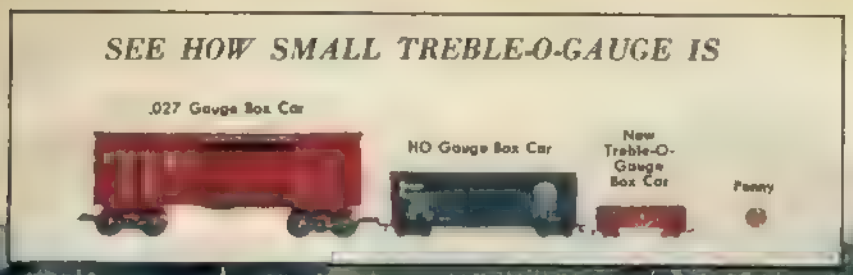
200 pieces **$6.89** 160 pieces **$4.89**

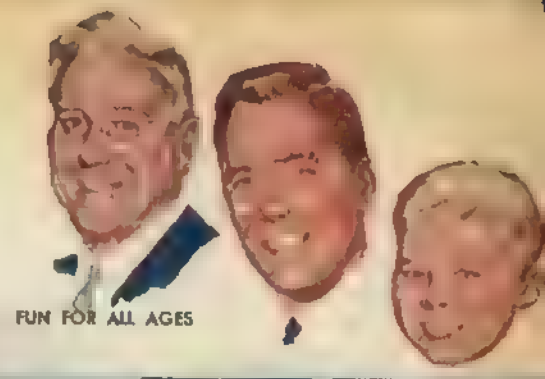
Zoom back 100 years Choose sides and charge into a fierce Civil War battle. There are 101 soldiers in action . 51 Union, 50 Confederate On the battlefield realistic looking trench unit, bridge, boulders, building ruin, split-rail fence trees, tents, collapsible cots, stretchers and flags. Plus, cavalry horses, harness horses, caissons and 33 pieces of fighting equipment. The set includes 4 great historical figures of the Civil War Lincoln, Grant, Lee and Davis. All in 3 dimensional plastic. Figures are 2¼ inches high. "Ammo" is plastic. Steel plantation house, 11 inches wide Easy to assemble

79 N 6001C—Shipping weight 6 lbs. ..... Set $6.89
79 N 5959C—160-pc. set similar to above but fewer pieces Wt. 5 lbs. .... 4.89

**Battlefield Layout Base.** Realistically printed terrain on 42x27-in. vinyl sheet.
49 N 6096—Shipping weight 3 ounces.....49c

# Gauge Electric Trains



# Kinds of Original Structures

# NEW HO Layout

## WITH 5-UNIT TRAIN

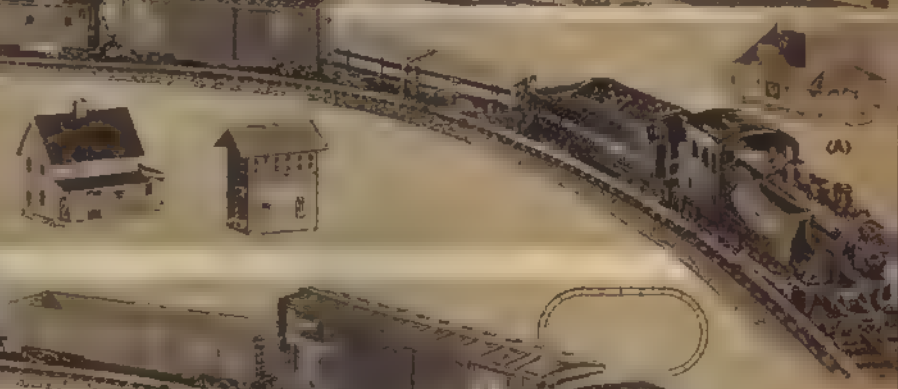
## $29.88

**1 Five-Unit Train With Village and Accessories.** Speed through the tunnels and past the mountains. See the telephone poles check by . . . stop at the town of Mountainville, pick up the freight and start the powerful locomotive up the scenic layout. See close-up (A) of train, right. Couple or uncouple the action-car, go fast or slow, forward and reverse. A real railroad thrill for anyone. *Power Pack included*, scenic layout measures 45½x55x5 in. Set contains: (see View A) N. Y. Central Switcher, Tender Car, Box Car, Lumber Car, Caboose. Also 8 straight track, 24 curved. One uncoupler-reroller, one ½ section track, set of trees, village, 10 telephone poles. Train measures 25¾ in. long. Track measures 41x49 in. Circumference is 263-in. spiral. Train and base come packed in separate boxes.
48 T 3054 R—Ship. wt. 14 lbs. Only **$29.88**

**Satisfaction Guaranteed**

**"R" after Catalog Number means shipped from Stock by Freight, Truck or Express.**

**SAVE THIS CATALOG**
**Toys Available Until October 1, 1963**



**2 Four-Unit Industrial Switcher Set.** A powerhouse of fun for ages 5 to 95. Set contains Rock Island Industrial Switcher, Box Car, Gondola Car, Rock Island Caboose, 12 curved track and one straight track with Reroller-uncoupler all with road-bed. Train measures 21¼ in., track—32x39½ in. in a 112-in. oval. Order Power Pack (4), (5) below. HO gauge accessories sold below, this page and next. Train comes completely boxed. *Mailable.*
48 T 3056—Ship. wt. 3 lbs. 8 oz. . . . . **$9.88**

**HO Gauge**
**4-Unit**
**Industrial Switcher**
**$9.88**

**3 Five-Unit Steam Work Train.** Watch her thunder down the track. This will surely put a gleam in any boy's eye this Christmas. Handsome set contains Steam Locomotive, Plastic Lumber Car, Action-Crane Car, Low Side Gondola Car, Wrecker Caboose. Has 12 curved and 1 straight track, straight track with reroller-uncoupler, all with road-bed. Train about 26 in. long, track about 32x 39½ in. in a 112-in. oval. Order Power Pack (4), (5) below. Boxed.
48 T 3057—*Mailable.* Ship. wt. 3 lbs. . . . . **$13.88**

**HO Gauge**
**5-Unit**
**Steam Work Train**
**$13.88**

**Just Say "CHARGE IT." See Page 227 for details.**

## HO Gauge Electric Train Accessories

**Expand Your HO Gauge With Extra Track and Accessories Found Here and Following Page.**

**4 5 Power Packs For HO Gauge Trains.** Trains go fast or slow, forward or reverse. Cars uncouple . . . all by remote control. 4 posts for trains and accessories. 1½ amp. UL Approved. Automatic circuit breaker on (4) only. For use on 110-120 volt, 60-cycle AC only.
(4) 48 T 3024—Power Pack. More powerful than (5) below. For bigger layouts. Ship. wt. 5 lbs. . . . **$8.95**
(5) 48 T 3023 Power Pack. Wt. 2 lbs. 12 oz. **4.98**

**6 Crossover Track.** Each crossover is complete with 4 half sections of track. 15½x15½ in.
48 T 3137—Ship. wt. 3 oz. . . . . Each **$1.39**

**7 Remote Control Switches.** Automatic control panel. One left, one right-handed switch.
48 T 3139—Ship. wt. 12 oz. . . . . Pair **$6.97**

**Manual Switches.** One left, one right-handed switch. Shipping weight 1 lb.
48 T 3138. . . . . Pair **$4.49**

**8 Curved Track.** 8 in. long. Ship. wt. 3 oz.
48 T 3135. . . . . Each **19c**

**9 Straight Track.** 7½ in. long. Ship. wt. 3 oz.
48 T 3134 Each **19c**

**10 Uncoupler-Reroller.** 8⅛ in. long.
48 T 3126—Ship. wt. 4 oz. . . . . Each **75c**

ALL WARDS 351

**Turn the Page for HO gauge landscaping Accessories**

# Wards ELECTRIC "FAST FLYERS" Big and Shiny

## Battery-Operated HO Train Set

**A 60-Pc. Battery Operated HO Gauge Train Set.** Run train by remote control forward, reverse. 4-Unit train has locomotive, open car, standard freight car and caboose. What Jr. engineer wouldn't be inspired to find this under the tree Christmas morning? In no time at all, he'll have a complete village set up around the train (not abt. 40 cut-outs that come with the set (see sketch). Watch the train pull out of the station, rush past stores and houses and out of town, around the oval track . . . then back to the station for more freight. Train layout has 36-in. oblong track system. Comes with 2 straight track and 12 curved track. Transformer takes 2 "D" cell batteries (not included) sold . . . Page 345. Sturdy metal and plastic construction train with outstanding yy realistic color finish.

48 T 3060 M. Ship. wt. 2 lbs. 8 oz. 60 Pc. Set **$3.95**

**See HO Road Races on Pgs. 380, 381**

## HO Gauge Landscaping Set

**B HO Gauge Landscaping Equipment For Trains and Roadraces.** Create realistic landscaping scenes for all HO Gauge trains and roadraces. Pages 480-381 with trees, shrubs, hedges, grass. Contains 4 durable, sturdy Poplar trees, 4 Fir trees, 4 leaf trees, 6 hedges, 1 bag of mulch, and 1 bag of greenery.

48 T 3002. Ship. wt. 1 lb. Set **$1.98**

**C Automatic Crossing Gate.** Arm lowers as train approaches. Made of sturdy plastic has special section of track, necessary wires and instructions.

48 T 3153. 3 in. high. Ship. wt. 4 oz. **$2.49**

**D Twin Flasher.** Flashes red light as train approaches. Sturdy plastic 3 building post. Includes special section of track, all necessary wires and complete instructions.

48 T 3160. Approx. 2¼ in. high. Wt. 6 oz. **$2.49**

## HO Train Accessories

**E HO Gauge Plastic Village Accessory Set.** Buildings, trackside accessories and telephone poles are scaled down to fit perfectly . . . even detailed right to the people, packages and baggage for the depot platform. Everything here to make your HO gauge train layout set seem realistic. Set includes 2-story, Super Service garage with 4 gas pumps; a hard-some roadster; railroad depot with platform and passenger waiting shelter area, contemporary ranch styled home complete with back yard, rail crossing gates and track guard house, crossing signals. Set of small scaled townsfolk to place around the set plus 6 telephone poles. Sturdily constructed of plastic and finished in bright, realistic colors. Nice companion gift with any HO gauge train set.

48 T 3120. Shipping wt. 4 oz. Set **$2.88**

**NO MONEY DOWN**

**On Anything You Buy At Wards On Credit.**

SEE PAGE 227 FOR DETAILS.

# as Any Boy's Dream

## MADE EXCLUSIVELY FOR WARDS BY MARX

[1] **Four-Unit Steam-Freight Train.** Here she comes . . . thundering down the track . . . carrying valuable cargo across the countryside . . . from city to city. These will be dreams of little boys on Christmas morning as they find this handsome train waiting them under the tree. Run the train fast or slow by remote control. Big steam locomotive pulls the light-weight plastic cars along smoothly. Train consists of hefty steam-type locomotive, tender car, dummy searchlight car and caboose. Assemble 8 curved track, 25-watt transformer and connector track into big 84-in. circular track layout. Train measures 32 in. long
48 T 3030 M—UL Approved for 110-120-v. AC-DC. Ship. wt. 10 lbs. . . . $8.44

[2] **Five-Unit Electric Diesel Switcher-Freight Train.** You'll love jockeying this handsome freight train back and forth about the freight yards. Run the train fast or slow by remote control . . . realistic slow and high speeds. Also couple and uncouple by remote control. 41 in. long train consists of powerful Diesel Switcher Locomotive with headlight, Gondola car, Box car, automatic Log car and a Caboose . . . all sturdily constructed of high-impact plastic for light-weight. Set also contains 8 sections curved track, one section straight track, section of uncoupler track with sign, powerful 25-watt transformer and track connector. Track layout measures 27x36 in. . . . big 102-in. oval pattern. Comes packed in handy storage box. UL Approved for 110-120-v. AC-DC
48 T 3031—Shipping weight 5 lbs. . . . . $11 95

[3] **Five-Unit Special Steam-Freight Set With Trestle Layout.** Slowly at first but surely, the big engine pulls the train up the incline and then roars down the hill picking up speed as she rolls along. Great puffs of smoke rush out of the stacks as she labors up and down the hills across the tricky layout, complete with trestles that raise tracks above ground level. Set consists of smoking Steam Locomotive with headlight, Tender car, Gondola car, Box car and a Caboose . . . all of finely made high-impact plastic. Built-to-scale train runs forward and reverse. Set also contains large, powerful 50-watt transformer and track connector, 12 straight track, 15 curved track, 24-piece trestle set, uncoupler track and smoke refill for the engine. Track measures a huge 21 ft. long, 49½x49½-in. circular layout. What a thrill to find this set under the tree.
48 T 3033—UL Approved for 110-120-v AC-DC. Ship. wt. 12 lbs. . . . . $16.95

### .027 Gauge Track Accessories

[6] **Marx UL Approved Transformers.** Built-in circuit breakers. 150, 100 watt units have one set of posts—15 volt—for accessories, one set of posts 0-15 volt for speed control. 50-watt unit has one set of posts 13 volt for accessories and one set of posts 7-13 volt for speed control
48 T 3185 M—150 watts (shown). Ship. wt. 10 lbs. . . . . $11.97
48 T 3117—100 watts. Ship. wt. 4 lbs. 8 oz. . . . . 7.99
48 T 3115—50 watts. Ship. wt. 3 lbs. 4 oz. . . . . 5.33

[7] **Automatic Block Signal.** Green light shows as train approaches, changes to red until last car passes signal. 7½ in. high. Made of plastic
48 T 3189—Shipping wt. 10 oz. . . . . $1.84

[8] **Automatic Crossing Signal.** Bell rings, light flashes. 7½ in. high.
48 T 3106—Made of plastic. Ship. wt. 7 oz. . . . . $1.95

[9] **Automatic Crossing Gate.** Sturdy plastic. Red jewel at end of gate
48 T 3180—2½ in. high, 8⅛ in. long. Ship. wt. 8 oz. . . . . $1 77

[10] **Remote Control Switches.** Automatic control panel. 1 left, 1 right
48 T 3105—Ship. wt. 2 lbs. 8 oz. . . . . Pair $6 74
48 T 3104—MANUAL SWITCHES. Red, green signals. 1 left, 1 right.
Shipping weight 1 lb. 14 oz. . . . . Pair $3.27

[11] **Crossover Track.** Size about 7½x7½ in. each section.
48 T 3103—Shipping wt. 8 oz. each. . . . . Each 89c

[12] [13] **Extra Track.** Curved, 10¼ in. long. Straight, 8⅞ in. long.
48 T 3124—(12) STRAIGHT TRACK. Ship. wt. 3 oz. each. . . . Each 19c
48 T 3125—(13) CURVED TRACK. Ship. wt. 3 oz. each. . . . Each 19c

[14] **Lighted Dead-End Bumper.** For .027 3-rail track. Durable plastic.
48 T 3157—Abt. 2 in. high. Ship. wt. 4 oz. . . . . 87c

[15] **Set of 24 Trestles.** Rises to 4¼ in. at highest. Plastic grid style
48 T 3100—Ship. wt. 2 lbs. 8 oz. each set. . . . . Set of 24 $3 77

[16] **Marx Electric Twin Diesel Locomotives.** Die cast wheels, plastic body. Headlight, automatic coupler. Authentic New Haven design. Powerful motor
48 T 3195—24½ in. long. Ship. wt. 3 lbs. 12 oz. . . . . $11.97

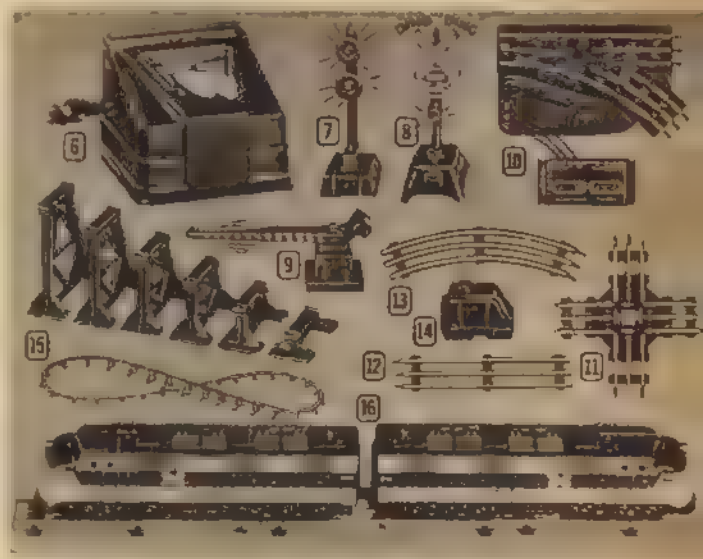
### .027 Landscape . . . Village

[4] **Landscaping Kit Made Especially for Wards.** Everything you need to make realistic 4x8-ft. train setup for any train set. Full assortment of scenery . . . 7 colorful autumn trees that stand anywhere, green grass landscaping mat, 1 roll of path mat. Generous supply of lichen for hedges, shrubs. Ballast cement to secure materials, track nails and landscaping instruction manual. You'll love planning the landscape with this kit
48 T 3119 M—*Mailable*. Ship. wt. 5 lbs. . . . . Kit Only $4.97

[5] **.027-Gauge Plastic Train Buildings and Accessories.** Just the set to bring realism to your train set and landscaping. Completely detailed of sturdy plastic and finished in realistic colors. Set consists of 8 small people from commuters to workmen, "RR" Depot, double gate crossing with guardhouse, signal bridge, 2 track-side shacks and a long building used by "RR" workmen. Also 12 road signs indicating: Cattle Crossing, Stop, Tunnel, Curve, Clearance Ft., Falling Rocks, etc. Such great fun to plan the placing of these to complete your layout. Order early . . . "Charge-It."
48 T 3121—*Mailable*. Ship. wt. 1 lb. 2 oz. . . . . Set $3.69

**Save This Catalog! Toys Available Until October 1, 1963.**

See HO Gauge Trains, Layouts and Accessories on Pages 351-352.




### .027 Gauge Accessories

[17] **Long Span "RR" Trestle Bridge.** All steel, enamel finish. 5¼ in. high
48 T 3196—Abt. 18 in. long. *Mailable*. Ship. wt. 1 lb. 11 oz. . . . . $1.69

[18] **Automatic Barrel Loader.** Push button loader. Workmen, barrels. Plastic.
48 T 3186—8¾ in. long. (car not incl.) Ship. wt. 1 lb. . . . . $3 98

[19] **Telescoping Tunnel.** Lithographed colorful landscape design on metal
48 T 3191—Abt. 11 in. long. Ship. wt. 1 lb. 6 oz. . . . . 98c

[20] **Remote Control Whistling Station.** Press button, hear whistle of locomotive as it speeds around track. Lithographed steel. Connecting wires.
48 T 3146—Abt. 9 in. long. Ship. wt. 1 lb. 13 oz. . . . . $3 99

[21] **Bubbling Water Tower.** Bubbles rise in tube to tank. Ladder, rail.
48 T 3194—Abt. 14½ in. high. Ship. wt. 14 oz. . . . . $2 59

[22] **Twin Floodlight Tower.** 2 floodlights atop girder-type structure.
48 T 3187—12¼ in. high. Ship. wt. 10 oz. . . . . $1.89

**Satisfaction Guaranteed**

# *New Hobby Fun!* Tiny Treble-O-

MANUFACTURED FOR MONTGOMERY WARD BY LONE STAR OF ENGLAND

***Build A Complete Railroad On a Table Top . . . Instructions Included With Sets (A), (B) For Scenery, Layout***

(A) Basic Train Set $9.95

**(A) Basic Train Set Fits on Card Table!** F-7 Union Pacific Diesel Locomotive, Box Car, Tanker, Caboose. 8 curved track, 2 half-straight track, 1 half-reroller—makes 30x30 in. track layout. Leads, terminals incl. Powerpack not incl. buy at right or use any HO Gauge powerpack. Instructions for scenery and layout.
48 T 3015—Train 14 in. long. Ship. wt. 2 lbs. 8 oz. Set $9.95

(B) Deluxe Train Set $16.95

**(B) Deluxe Train Set with Accessories.** F-7 Union Pacific Diesel Locomotive, Box Car, Tanker, Crane Car, Automobile Car, Caboose. 9 curved track, 4 straight track, 1 half-curved track, left hand switch—makes 39x24 in. oval layout with inner spur. Run these accessories for extra fun, realism—R.R. station with ramps, switch tower, gr. signals, 28 telephone poles, 28 pcs. fence, footbridge, 6 trees. Leads, terminal incl. Powerpack not incl., buy at right or use any HO Gauge powerpack. Train 21 in. long.
48 T 3016—Instructions for scenery, layout. Wt. 4 lbs. . . . . $16.95

**Save this Catalog . . . You can buy Toys 'til Oct. 1, 1963**

**The Greatest Advance in Railroading Since They Drove the Golden Spike! New Treble-O-Gauge Electric Trains**—just one-fourth the size of HO Gauge—*lay the same track "mileage" as HO in just one-fourth the space.* Set up an elaborate layout like that on opposite page, with several trains and track systems, on an ordinary table top . . . have all the fun of model railroading in a tiny space. Authentic scale model metal cars with automatic self-couplers; realistic railroad accessories, too. Powerful electric Union Pacific Locomotive with drive to all 4 axles, weighted for track holding . . . runs smoothly . . . pulls heavy loads, even up-grade. Hand-operated switches, signals, crossing gate. Use Powerpack sold below, or any HO Gauge Powerpack—no need to buy new powerpack if you have one.

**A New and Growing Hobby Designed for Space Limits of Modern Homes.** Build a complete railroad system—begin with Basic Train Set (A) or Deluxe Train Set (B) at left—add accessories, extra rolling stock, form passenger trains from the wide assortment below. Make your own scenery with hills, mountains, lakes—complete instructions included with train sets (A), (B). You can add to your set after Christmas, too—save this catalog—order trains, accessories until Oct. 1, 1963! Remote control accessories, new cars, locomotives are in production stage to offer you unlimited possibilities for expansion of your railroad in future catalogs.

## Extra Rolling Stock, Accessories

**Treble-O-Gauge Locomotive, Cars**

48 T 3004—F-7 Union Pacific Locomotive. Ship. wt. 4 oz. . . . . Only $4.95
48 T 3005—Passenger Coach. Wt. 4 oz. 1.00
48 T 3007—Box Car. Ship. wt. 4 oz. . . . . 1.00
48 T 3008—Operating Crane Car. Ship. wt. 4 oz. . . . . 1.00
48 T 3009—Auto Carrier Car with 2 Autos. Ship. wt. 4 oz. . . . . $1.00
48 T 3008—Tanker Car. Ship. wt. 4 oz. . . 1.00
48 T 3011—Caboose. Ship. wt. 4 oz. . . . 1.00

**Treble-O-Gauge Track, Switches, Crossovers.**

48 T 3035—Straight Track Set. 9 full, 2 half-straight. Ship. wt. 3 oz. $1.00
48 T 3036—Curved Track Set. 2 full, 2 half track. Ship. wt. 3 oz. . . . . $1.00
48 T 3034—Left Hand Switch. Wt. 4 oz. . 1.29
48 T 3035—Right Hand Switch. Wt. 4 oz. 1.29
48 T 3039—L.H. Crossover. Wt. 4 oz. . . 1.00
48 T 3040—R.H. Crossover. Wt. 4 oz. . . 1.00
48 T 3041—Set with rerailer, uncoupler, 3 dead-end bumpers, level crossing with gates (fits on rerailer). Wt. 3 oz. . . . . $1.29

**Treble-O-Gauge Accessory Sets**

48 T 3042—Railroad Station with Platform Extension. Wt. 8 oz. . $1.29
48 T 3043—Switch Tower, 2 Signals, Footbridge. Wt. 4 oz. . . . $1.00
48 T 3044—Bridge with two Piers. Ship. wt. 6 oz. . . . . 65c

**Incline Trestle Sets.** For gradual track elevation—approaches to bridges, to higher ground level or mountain passes. 6 graduated piers, 7 connecting platforms (choice of straight or curved). Wt. set 1 lb. 4 oz.
48 T 3045—Straight Set $1.00
48 T 3046—Curved Set 1.00

48T3047 Realistic Tunnel for single or double track. Wt. 14 oz. . . $1.00
48 T 3048—Landscape Set: 28 telephone poles, 28 fence sections and 6 trees. Ship. wt. 3 oz. $1.00
48T3049—Set: Track-Terminal with wires, 12 brass "fish-plates," 5 rubber drive bands, 10 track clips, 10 insulating fish-plates for use on switches. Ship. wt. 3 oz. . . . . Set 95c

**Powerpack.** Run trains slow, fast, forward, reverse . . . all by remote control.
48 T 3065—UL Approved. 12 Volt 60 amp. Ship. wt. 1 lb. 6 oz. . . . . $3.95

# New Amazing Building Blocks Make All

SKYSCRAPERS, HOUSES, CHURCHES, PLANES, CARS, MANY OTHERS

Sets $2.33 to $11.33

**A New Construction Method** . . . look what's happened to the building "industry"! Fascinating new method—not just plain building blocks—but versatile, colorful building tools that snap together, interlock positively for sturdy, rigid structures—snap apart again easily to make new creations. Various sizes, shapes and types of "stones" let you design original houses, churches, garages, many others.

**You Get Exciting Accessories in Every Set—Add Extra Realism, Interest** to your projects! Roof stones for gabled and tiled roofs, awnings; action pieces—swing-out windows, doors; picture windows, chimneys; two types of wheels for cars, trucks, trains; even flowers, TV antennas, figurines for the finishing touches! Pieces of durable plastic in several sparkling colors, metal wheel axles, clear plastic windows and "stones." Because parts interlock, no glue or tools are necessary.

**Endless Hobby Fun for Children, Grown-Ups**—just pick up a few pieces and start building—you won't be able to stop for hours! On the opposite page, in color, we've shown some examples of the variety of structures you can build. At left we've shown several of the accessories that come with every set. Even the smaller sets have an interesting variety of pieces . . . larger sets provide opportunity for more numerous and more complex projects. Extra accessories and stones are available—add even more versatility, realism to any set—sold separately below, instructions.

48 T 2478—Deluxe 750-Pc. Set. Suggested model—Airport. Will build any structure shown on opposite page except Skyscraper. Ship. wt. 5 lbs. . . . . $11.33
48 T 2451—590-Pc. Set. Suggested models—Church, Apartment. Ship. wt. 4 lbs. 7.77
48 T 2477—390-Pc. Set. Suggested models—Gabled House, Car. Ship. wt. 3 lbs. 5.44
48 T 2450—280 Pc. Set. Suggested models—House, Carport, Cars. Ship. wt. 2 lbs. 3.88
48 T 2449—150-Pc. Set. Suggested models—Train, R.R. Station. Ship. wt. 1 lb. 2.33

**Giant Skyscraper on opposite page was built from about 4 big sets.**

**Extra Stones, Accessories for Sets Above.** Doors, windows, wheels, figurines, etc.
48 T 2484—About 100 pieces. Ship. wt. 1 lb. 3 oz. . . . . Only $1.88

**Shop Early . . . Pay Later!** SEE PAGE 227

## RUGGED HOCKEY OUTFIT

**Good Quality Black Split Leather with Tan Trim**

Hollow ground, tempered steel blades. Outfit features a special safety guard on blade heel. Tendon guard lined tongue for added comfort and sturdy composition soles. State size wanted when ordering. FEATURE VALUE

61-R 4001. Men's Full Sizes 6 to 12 **8.88**
61-R 4002. Boys' Full Sizes 3 to 5 .. **7.88**
61-R 4003 Youth's Full Sizes 11 to 2 **6.88**

Men's **8.88**
Boys' **7.88**
Youths' **6.88**

"Boom Boom" Geoffrion

**"Boom Boom" Geoffrion Hockey Outfit**

Men's Sizes **12.95** Boys' Sizes **11.95**

**6 Black Side Leather** uppers. Dark Brown trim full suede leather lining. White foam pad on tongue. Box toe. Semco eyelets. Nickel plated Scorer blades. 61-R 402 . Men's Sizes 6 to 12 **12.95**
61-R 4022. Boys' Outfit (as above) Sizes 3, 4 and 5 **11.95**

**7 Top-grain, Black Leather uppers** trimmed in tan. Fully Lined and interlined. Premium quality. Box toe. Tempered C.C.M. steel blades. Tendon guard. Soud leather soles and steel shanks. Plastic blade guards, felt insoles. Men's Full and Half Sizes 6 to 12
61-R 4006. State size **19.95**

**8 Skating Outfit** for little boys. Black and Brown Split Leather boots have buckle ankle supports with straps. Composition outsoles. Felt-lined tongues and insoles. Plated blades. With Bonus Lacer.
61-R 4023. Sizes 8 to 13 **4.99**

**9 Skating Outfit** for little girls. Boots of White Split Leather have cuffs of natural sheep's wool. Felt-lined tongues, felt insoles. Inside ankle supports. "Juvenile" blades. Composition soles. Full Sizes 8 to 13. With Bonus Lacer.
61-R 4026. State size **4.99**

**10 Skating Outfit** for little girls. Pliable, White Split Leather boots with hard toes, inside ankle supports, straps. Felt-lined tongues. Composition soles. Full Sizes 8 to 13. With Bonus Lacer.
61-R 4025 State size **4.99**

**11 "Grown-Up" Style Hockey Outfit** for little boys. Boots are of Black Split Leather with brown trim on toes and tendon guards. Felt-lined tongues and insoles. Composition soles. Plated blades. Full Sizes 8 to 13. With Bonus Lacer.
61-R 4024. State size **4.99**

## FOR YOUNGSTERS

. . . your choice of any of these Four Skates **4.99**

**Bonus Lacer**
At no extra charge with each pair of youngsters' skates

**Sharpen Your Own Skates**

Now a time saving, money saving "do-it-yourself" Skate Sharpener. Reliably engineered by General Electric Co., it can be operated quickly easily by anyone. Designed to sharpen skates of all blade sizes and should outlast the skates. Safe to use.
61-R 4030. .... **2.89**

**12 Steel Bob Skates.** Leather toes, ankle straps. Adjust from about 6½ to 8 inches.
61-R 4029..... **1.49**

**13 Plastic Skate Guard** for figure skates. Turquoise. Full Boot Sizes Small (2 to 4), Med. (5 to 9); Large (9 to 12)
61-R 4028. State size . . . . . **79c**

**14 Clearance of top quality imported** Skate Guards of Blue hard Rubber. Fits 4 sizes
61-R 4027. . Pair **2.95**

## FRANK MAHOVLICH says: *"This is the best skate buy I've seen. Any player would be smart to get a pair."*

**Made by Daoust Lalonde of Canada**

### You, too, Can be a Winner!

| Men's Sizes | Boys' Sizes | Youths' Sizes |
|---|---|---|
| 12.95 | 11.95 | 10.95 |

Black top-grain Leather trimmed in brown and fully lined with suedine. Composition water-resistant soles. Skates are chromate finish with new steel safety guards. The upper part of the boots are well padded and tendon guards have two eyelets. State size

**61-R 4031.** Men's Full Sizes 6 to 12 ..... **12.95**
**61-R 4032.** Boys' Full Sizes 1 4 and 5 ..... **11.95**
**61-R 4033.** Youths' Full Sizes 11 to 2 ..... **10.95**

## TRULINE

### Men's and Boys' Hockey Outfit

Men's Sizes **14.95** Boys' Sizes **13.95**

Featuring Black top-grain Leather uppers with brown trim. Full leather linings and white felt lined tongues for comfort. Double special boxed toes. De luxe Maple Leaf blades are securely riveted to 'Samco' water-repellent soles. Blades have hollow ground edges and are complete with safety guards.

**61-R 4034.** Men's Full Sizes 6 to 12..... **14.95**
**61-R 4035.** Boys' Sizes 3, 4, 5 ..... **13.95**

*Maurice Richard Men's Sizes* **15.95**

*Top Quality Hockey Outfit* **49.95**

*Men's and Women's Racing Skates* **14.95**

*Men's Figure Skating Outfit* **11.95**

### The "Rocket"

The Rocket Skating Outfit with Black top-grain Leather boots split leather linings built-in tendon guards. Double Helmet box toes (scuffs in cherry-tone shade. Black, felt-lined tongues, instep pads, arch-supporting counters. Regular style de luxe steel blades. Men's Full Sizes 6 to 12

**61-R 4039.** ..... **15.95**

### "Dunn Pro" Blades

An outfit any N.H.L. player would be proud to own! Genuine Kangaroo Leather uppers . . . inner linings of English kip. White felt tongue linings, steel shanks, padded tendon guards. "Dunn pro" blades. Leather soles. Safety guard. Full and Half Sizes 6 to 11 and 12. Black with brown trim.

**61-R 4040.** . . . . **49.95**

### Lake Placid Blades

This well-designed Skate has uppers of Black top-grain Leather with soft, grey suede linings. 'Lake Placid' blades are securely riveted to water repellent leather soles. Felt lined tongues.

**61-R 4036.** Men's Full and Half Sizes 6 to 11 and 12..... **14.95**
**61-R 4037** Women's Full and Half Sizes 3 to 10..... **14.95**

### Leather Lined

Uppers of this well made Outfit are of Black kip Leather with leather linings for added wear and extra comfort. Chromium plated "Mount Royal" blades are of Sheffield steel, corrosion resistant. Water resistant composition soles. Full Sizes 6 to 12. Please state size. A top value for figure skaters.

**61-R 4038.**..... **11.95**

To ensure comfortable, pleasant skating we suggest ordering skating outfits one size larger than ordinary shoe size.

# SAVE $2 ON SET

## TRULINE Hockey Equipment for Pee Wees

**1 Shoulder Pads** have quilted, cotton padded harness with moulded fibre shoulder caps, flippers and arches. Extended bicep pads for more protection where needed. For boys up to 10 years of age.
**61-R 5526**..... **3.95**

**2 Hockey Gloves** of dark Cream Cowhide with fabrikoid cuff fibre thumb guard, Rexine and flexible wall padded for extra protection. About 12 inches long. A top value for the young hockey star.
**61-R 5528**. . . . . **4.95**

**11 TRULINE Headguard** . . . only at EATON'S. Moulded White Polyethylene shell with cowhide Leather lining foam rubber padded. Will provide extra protection for both Juniors and Seniors. Adjustable chin strap.
**61-R 5519.** Junior Model **3.50**
**61-R 5520.** Senior Model (not shown) . . . . . **3.95**

**12 Pro Model Shoulder Pads.** Dust purpose pads with thick quilted padding under moulded black fibre sections. Extended biceps pads. Elastic webbing; adjustable lacing. Detachable fibre protected bicep sections.
**61-R 5509.** For 18 years and over . . . . . **9.95**
**61-R 5510** Senior Model for 12 to 17 years. **8.95**
**61-R 5511.** Junior Model for 8 to 11 years . . . **5.95**

**13 TRULINE Elbow Pads**—fit firmly and securely onto the elbows. Covered in top-grain Cowhide moulded fibre inserts. Elastic webbing.
**61-R 5513.** Pro Size . . . **3.95**
**61-R 5514.** Senior Size. **2.95**
**61-R 5515.** Junior Size **2.50**

**14 Helmet.** Of high-impact Polyethylene. Fits all Sizes.
**61-R 5521.** White only **4.98**

**15 Medium-sized Kit Bag** with single 1-inch web handle on side. About 19 by 33 inches.
**61-R 5524.** Green only **2.98**
**61-R 5525.** Large Kit Bag (not shown) Handles side and bottom. About 25 by 36 inches. Green only **4.98**

**3 Hockey Pants** have Cotton shell with 'Ensolite' padding in front and tailpiece. Laced fly, belt loops, moulded fibre thigh guards. Red or Blue with contrasting stripe. Waist Sizes 24 to 32 inches.
**61-R 5527**..... **2.95**

**4 Shin Guards.** Moulded Polyethylene shin and cape, canvas sling. Pad under knee cap and roll.
**61-R 5529.** 15 ins. long **2.95**
**61-R 5530. Four-piece Set.** Sold separately would be 14.80.. . . . . **12.80**

**16 Combination Athletic Supporter.** Protective cup, bound for comfort. Available in Small; Medium, Large
**61-R 2523.** State size. **3.89**

**17 "Varsity" Athletic Supporter.** Small, Medium; Large.
**61-R 2524** State size.. **1.89**

**18 Elastic Garter Belt.** About 1 inch wide
**61-R 5522.** Junior Size. **1.25**
**61-R 5523.** Senior Size **1.95**

**19 Official Puck.**
**61-R 5512.** **29c**

**20 Junior Boys' Hockey Sticks.** Hickory 50 ins. long.
**061-R 5801.** Neutral **1.00**
**Juvenile Hockey Sticks** (not shown). Balanced blades. About 36 inches.
**061-R 5802** Neutral... **75c**

**21 TRULINE** Glass fibre, tape wrapped blades. Hickory Hockey Stick. 50 ins. long.
**061-R 5808.** Neutral. **1.49**

**22 Senior Stick.** About 53 inches. Ice lies 4, 5, 6 or 7. State left or right hand.
**061-R 5804.** . . . . . **1.75**
**Pro Stick** about 54 inches. Ice lies 4 5 6 or 7 State left or right hand.
**061-R 5803.**..... **1.98**
**Super Pro** about 54 inches long. Ice lies 4 5 6 or 7. State left or right hand.
**061-R 5805.** ..... **2.95**

**23 TRULINE Junior Goal Stick.** Hickory. 45 ins. long
**061-R 5806.** ..... **2.95**
**Pro Goal Stick** (not shown) about 53 inches long
**061-R 5807.**..... **3.95**

Write to EATON'S Catalogue Department 61 for special Team prices on Hockey Equipment

## TRULINE SHIN GUARDS

**Positive Protection from Junior to Pro**

**5** to **7** Carefully constructed to give extra long wear these Guards feature soft, absorbent athletic Felt foundations moulded fibre shin sections and knee caps strongly sewn. There is additional padding on Pro and Senior models. Whether you're a young player just earning the game or an old hand you want this protection.

**61-R 5505.** Junior Model (5) about 16 inches long..... **3.95**

**61-R 5504.** Senior Model (6) about 19 inches long **5.95**

**61-R 5503.** Professional Size (7) about 20 inches long. **6.95**

## TRULINE GLOVES

**Junior; Senior; Pro**

**8** to **10** Constructed in top-grain oil-tanned Cowhide with strongly sewn seams. Safety thumb provides ample protection for blows against the side of the hand. Glove fingers are pre-curved to give better fit, better grip on stick. Finished with soft protective rolls on the back of the hand section. Fine wrist sector. Soft palms favour good stick handling. Tan with black trim.

**61-R 5508.** Junior Size (8) about 13 ins. long **7.95**

**61-R 5507.** Senior Size (9) about 14 inches long . . . . . **9.95**

**61-R 5506** Professional Size (10) about 15 inches long.. **11.95**

**Quality Equipment for Better . . . Safer Play!**

FEATURE VALUE
"POCKET ROCKET"
Economy Hockey Skates
Men's Sizes
8.88
Boys' Sizes
7.88
Small Boys'
6.88
Low-priced Big-Leaguer Hockey Outfits styled in smooth Black Split Leather. Felt-lined tongues; water-resistant composition soles. Chromium-plated steel blades. Order one size larger than ordinary shoe size. FEATURE VALUES
61-R 4042. Men's Full Sizes 6 to 12. . 8.88
61-R 4043. Boys' Full Sizes 3, 4 and 5 7.88
61-R 4044. Small Boys' Full Sizes 11 to 2 6.88
Rust-resistant Steel Blades
Tendon Guards
Felt-lined Tongue
All Star

## CHOICE OF MAPLE LEAF OR CANADIEN COLOURS

For Boys 7 to 14 years

**4.98** Set

Nylon **9.95** Cotton **6.95**

Guards **2.69** Gloves **4.99**

(1) **N.H.L. Sweater, Sock and Toque Sets** for boys. Wool-crested crew-neck sweaters are made from high-grade All Wool yarns that ensure much better service than lighter mixture sweaters; matching Wool blend toque; footless durable Nylon stockings. For boys 7 to 14 years. Sizes Small (to fit 26 to 28-inch chest); Medium (30 to 32); Large (36). Order one size above normal if harness is to be worn underneath the sweater. State size wanted.

61-R 5532. Maple Leafs **4.98**
61-R 5531 Canadiens **4.98**

(2) **TRULINE Men's Hockey Pants** just like the pros wear. Sturdily made of hard-wearing Nylon with "foamlite" padding covered with white cotton. Laced fly, suspender buttons, moulded fibre thigh guards. Red or Blue (with contrasting stripe). Even Waist Sizes 30 to 40 inches (measure waist over trousers). State colour and size wanted.

61-R 5534. . . . . **9.95**

(3) **TRULINE Men's Hockey Pants.** As above but of good-quality Cotton. State size and colour.

61-R 5533. . . . . **6.95**

(4) **Junior Pro Hockey Guards.** Moulded White Polyethylene shin and cap. Grey felt backing absorbs shocks. Guard is about 16 inches long. Canvas sling.

61-R 5535. . . . . **2.69**

(5) **Junior Pro Hockey Gloves** to complete his hockey equipment. Cowhide backs and fingers are well padded for good protection. Tan coloured palms are of soft split leather to favour good stick handling. Moulded fabrikoid cuffs, moulded fibre thumbs. About 13 inches long.

61-R 5536. . . . . **4.99**

Use Your Credit at EATON'S
No Down Payment. See pp. 292, 293

Write for special team prices to Cat. Dept. 61

306 EATON'S

### *Descriptions of items on opposite page*

(6) **Boys' Pro lace-neck** Sweater Sock and Toque Sets of Wool-crested sweaters with knitted cuffs. Wool blend toques and footless Nylon stockings. (Pants, sticks, gloves and skates not included in set.) Order one size above normal if harness is to be worn underneath the sweater. Small (to fit 26 to 28-inch chest), Medium (30-32); Large (34). State small, medium or large size.

61-R 5546. Canadiens . . . . . **5.77**
61-R 5545. Maple Leafs . . . . . **5.77**

**Boys' and men's** pro lace-neck N.H.L. Sweaters. Made from high-grade Wool Worsted yarns. Available in colours of all six N.H.L. teams. Thick felt crests. Order one size above normal if harness is to be worn underneath sweater. Boys' Sizes Small (to fit 25 to 28-inch chest), Medium (30-32), Large (34). Men's Sizes Small to fit 36 to 38-inch chest), Medium (40-42), Large (44). State small, medium or large.

| TEAM COLOURS | Boys' Sweater with crest **3.49** | Men's Sweater with crest **4.49** |
|---|---|---|
| Maple Leafs | 61-R 5539 | 61-R 5547 |
| Canadiens | 61-R 5540 | 61-R 5548 |
| Bruins | 61-R 5541 | 61-R 5549 |
| Black Hawks | 61-R 5542 | 61-R 5550 |
| Rangers | 61-R 5543 | 61-R 5551 |
| Red Wings | 61-R 5544 | 61-R 5552 |

(7) **Hockey Helmet.** Light-weight, fully adjustable helmet of high density Polyethylene. Completely lined with polyfoam padding. Ventilated for greater comfort. Adjustable chin strap. Red, Blue, White.

61-R 5538. State colour choice . . . . . **3.98**

(8) **Safety Mouth-guard.** Of tough Polyethylene, padded with soft foam rubber. Fits easily on the straps of all helmets.

61-R 5537. With sanitary plastic carrying pouch **1.75**

(9) **Maple Leaf or Canadien Toques.** Knitted from hard-wearing mixture of Cotton, Wool and Rayon yarns. One size only, will stretch to fit.

61-R 5553. State choice . . . . . Each **89c**

(10) (11) **Boys' Elbow Pads** in N.H.L. colours. Covered with top-grain cowhide Leather. Leather-covered moulded fibre cap; wide elastic webbing. For ages 7 to 14 years.

61-R 5555. Canadiens (10) . . . . . Pair **2.95**
61-R 5554. Maple Leafs (11) . . . . . Pair **2.95**

(12) (13) **Nylon Hockey Stockings.** Excellent wear-resistant qualities. Footless (13) or footed (12).

| TEAM COLOURS | (12) Boys' footed stockings. Sizes 8, 9, 10. **1.69** pair | (13) Boys' footless 30-inch stockings **1.59** pair | Men's footless 36-inch stockings. **1.79** pair |
|---|---|---|---|
| Maple Leafs | 61-R 5556 | 61-R 5558 | 61-R 5560 |
| Canadiens | 61-R 5557 | 61-R 5559 | 61-R 5561 |

## Hockey Equipment for 10-to-14-year olds

*In Maple Leaf or Canadien Colours*

(14) **Shoulder Harness** designed for players from 10 to 14 years. Fibre breast sections and shoulder caps. Base of quilted cotton padding.

61-R 5570. Maple Leafs . . . . . **4.98**
61-R 5571. Canadiens . . . . . **4.98**

(15) **Cotton Drill Hockey Pants** for boys. Vinyl foam padding at waist front, sides and spine. Moulded fibre thigh guards. Sizes 26 to 32-inch waist (measure waist over trousers). State size.

61-R 5572. Blue . . . . . **4.98**
61-R 5573. Red . . . . . **4.98**

(16) **Hockey Gloves** for players from 10 to 14 years old. Top-grain Cowhide fingers and thumb with split leather palm. Fabrilite covering on back pad and thumb base. Fibre insert for extra protection. "Armourclad" thumbs. Pre-curved fingers.

61-R 5574. Maple Leafs . . . . . Pair **5.98**
61-R 5575. Canadiens . . . . . Pair **5.98**

(17) **Shin Guards** for players from 10 to 14 years of age. Moulded ribbed Plastic shin section, covered felt padding, canvas sling, leather hinge. Moulded plastic knee cap. Guard is about 16½ inches long.

61-R 5576. Maple Leafs . . . . . Pair **3.98**
61-R 5577. Canadiens . . . . . Pair **3.98**

## Pads and Pants for up-to-9-year olds

(18) **Shoulder Harness.** Moulded fibre shoulder caps, cotton padded with bicep pads.

61-R 5562. Maple Leafs . . . . . **3.98**
61-R 5563. Canadiens . . . . . **3.98**

(19) **Younger boys'** Hockey Pants of Cotton Drill with protective foam padding at front. Sizes 26 to 32-inch waist (measure waist over trousers). State size.

61-R 5565. Red . . . . . **2.98**
61-R 5564. Blue . . . . . **2.98**

(20) **Shin Guards** for the up-to-nine-year olds. Fibre Shin sections backed with Grey athletic felt. Moulded knee caps. Padded roll at hinge. Strong elastic.

61-R 5568. Maple Leafs . . . . . Pair **1.98**
61-R 5569. Canadiens . . . . . Pair **1.98**

(21) **Hockey Gloves** for players up to nine years old. Back of glove has Fabrilite cover, top-grain Cowhide fingers and thumb, palms are split leather. Fabrilite over fibre inserts on cuffs.

61-R 5566. Maple Leafs . . . . . Pair **4.98**
61-R 5567. Canadiens . . . . . Pair **4.98**

## N.H.L. SWEATER, STOCKING and TOQUE SET

BOYS' CANADIENS OR MAPLE LEAFS

Sweater . . 3.49
Stockings . . 1.59
Toque . . . . 89c

Bought separately 5.97

**SAVE! Buy the Set 5.77**

*Write in for special team prices to EATON'S Catalogue, Dept. 61*

## THE N.H.L. LOOK . . . PRO LACE NECKS!

Better looking, better fitting, All-Wool—Boys' 3.49; Men's 4.49

7 BE SAFETY WISE WEAR A HELMET! 3.98 Choice of three colours

MAPLE LEAFS' OR CANADIENS' COLOURS

For ages 10 to 14 years

For ages up to 9 years

9 Toques 89c

10 Elbow Pads 2.95

11

12 Boys' Footed 1.69

13 Footless Boys' 1.59 Men's 1.79

14 4.98

15 4.98

16 5.98

17 3.98

18 3.98

19 2.98

20 1.98

21 4.98

# CLINTON

**All Movement Parts**

## GUARANTEED FOR LIFE

*"The movement parts of every conventional watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! . . . no handling charges! . . . simply return watch and guarantee card to Clinton Watch Co.

## *59-Jewel* AUTOMATIC

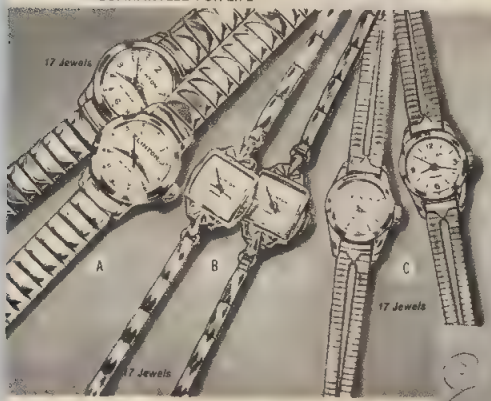
*with all fine features*

**DEEP SEA MARINER.** Massive, handsomely designed watch has everything . . . it's **AUTOMATIC**, never needs winding, it's **WATERPROOF**** . . . wonderful 59 jewel shock resistant movement is **GUARANTEED FOR LIFE*** . . . it's dust-protected with an unbreakable mainspring, unbreakable crystal . . . luminous dial, superbly designed hour markers, sweep second hand.

**ALL STEEL CASE and band.** Retail
**7650W4750** 142.50

**YELLOW CASE,** gold flashed top, in addition to all the features listed above. 2-tone gold filled expansion band.
**7651W4995** 150.00

AUTOMATIC · WATERPROOF**
GUARANTEED FOR LIFE*



### *17-Jewel Career Watch!*

**A JUDY.** For nurses, career girls. Classic case, stainless steel back, luminous dial and sweep second hand. Unbreakable mainspring. 17-jewel shock-resistant movement. GUARANTEED FOR LIFE* Water-resistant** . . . Matching expansion band

**Yellow Gold Flashed Top**
**7652W2195** 65.00

**Chrome-plated Top**
**7653W1995** 60.00

### *Tiny-Through-A-Ring!*

**C MERMAID.** The world's smallest ALL-WATERPROOF** watch! A sport or nurses watch. Sweep hand, unbreakable mainspring Gold filled bracelet with safety chain Luminous dial 17-jewel shock-resistant movement is GUARANTEED FOR LIFE *

**Yellow Gold Flashed Top,**
**7656W2995** 85.00

**All Stainless Steel**
**7657W2995** 85.00

### *17-Jewel Nurses Watch!*

**B JOYCE.** Nurse's watch 10K rolled gold plated case stainless steel back Sweep second hand. Unbreakable mainspring Gold filled expansion bracelet 17-jewel dust and shock-resistant movement is GUARANTEED FOR LIFE *

**Yellow**
**7654W2395** 71.50

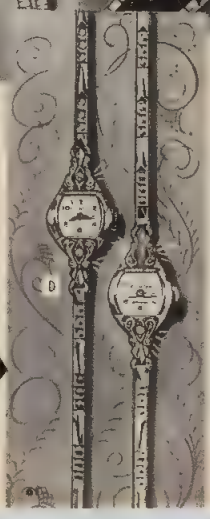
**White**
**7655W2395** 71.50

### *2-Diamond Special!*

**D DUO.** 2 blazing diamonds 10K rolled gold plate, stainless steel back. Gold filled expansion band. 21-jewel shock-resistant movement is dust-protected GUARANTEED FOR LIFE * Unbreakable mainspring and raised crystal.

**White**
**7658W2995** 85.00

**Yellow**
**7659W2995** 85.00




**E 20TH CENTURY.** Split second accuracy . . . a 21-jewel shock-resistant and dust-protected movement GUARANTEED FOR LIFE*. Water-resistant**. Unbreakable mainspring and crystal. Luminous dial, sweep second hand Yellow gold flashed case with stainless steel back, matching expansion band.
**7660W2295** 69.50

**Chrome plated top.** All steel band,
**7661W1995** 60.00

**G OCEAN PRINCE.** Self winding Automatic and WATERPROOF**. Sturdy thin case, stainless steel back. 25-jewel shock-resistant, dust-protected movement GUARANTEED FOR LIFE* New Florentine finish luminous dial, sweep second hand, gold filled expansion band with leather insets. Unbreakable mainspring.

**Yellow Gold Flashed Top**
**7662W3495** 100.00

**All steel case, band**
**7663W3495** 100.00

****WATERPROOF:** Guaranteed waterproof or water resistant as long as case, crown and crystal are intact **Gold Filled watch bands are 1/20-10K.** All watches gift boxed.

Copyright 1961 C. W. Co.

All merchandise shown above may be resold up to prices indicated Shpg. wt. ½ lb.

# CLINTON

**All Movement Parts**

## GUARANTEED FOR LIFE

*The movement parts of every conventional watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! No handling charges . . simply return watch and guarantee card to Clinton Watch Co.

**WATERPROOF. Guaranteed waterproof as long as case, crown, crystal are intact

**Gold-filled watch bands are 1/20-10K.**

ALL MOVEMENT PARTS LIFETIME GUARANTEED NEVER TO BREAK

A

B

**SEA POWER AUTOMATIC.** Winds itself with the normal movement of your wrist . . . will not overwind! A masterpiece of precision, accuracy. A thin WATERPROOF** wonder watch! Yellow gold flashed top case has sweep second hand and luminous dial Stainless steel back. Gold filled adjustable expansion band. Unbreakable mainspring. 17-jewel precision, shock-resistant movement GUARANTEED FOR LIFE*!

**White dial**
7624W2995 90.00

**Black dial**
7665W2995 90.00

**Non-automatic, white dial**
7613W2250 67.50

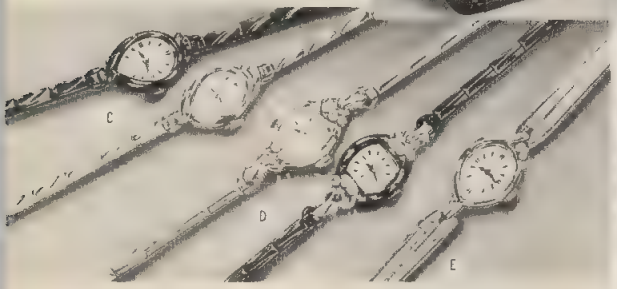
**Non-automatic, black dial**
7614W2250 67.50

**A ELECTROMATIC.** . . . the electric watch . . . last year this was the watch of the future Thus year, it's an accepted accurate split second impulse timepiece. No winding ever! Tiny power cell provides power for over a year. Water-resistant** case is yellow gold flashed with stainless steel back . . luminous dial, sweep second hand, unbreakable crystal Shock-resistant movement Gold-filled adjustable expansion band Special Electric Watch Guarantee

7664W4995 150 00

**B TROJAN.** 21-jewel executive dress watch encased in 10K yellow rolled gold plate case with stainless steel back Raised gilt figures, markers, sweep second hand. Unbreakable mainspring. Dustproof. Shock-resistant movement GUARANTEED FOR LIFE*. Gold filled adjustable expansion band.

7609W2795 White dial 84.00
7610W2795 Black dial 84 00



C

D

E

*25 Jewels Petite*

**C MISS PARIS.** Smart, modern 25-jewel watch in solid 14K gold case with raised crystal Tiny . . . draw it through a ring! Matching gold-filled expansion band adjusts to fit wrist perfectly. Unbreakable mainspring Movement is shock-resistant, dust-protected, GUARANTEED FOR LIFE*.

**Yellow**
7666W3550 96 50
**White**
7667W3550 96 50

*6 Diamonds 25 Jewels*

**D 6-DIAMOND VISION.** Six superb diamonds blaze on a case of 10K rolled gold plate. Matched gold-filled expansion bracelet adjusts to fit. Raised figure dial and crystal. 25-jewel shock-resistant movement is GUARANTEED FOR LIFE*, is dust-protected, has unbreakable mainspring.

**White**
7668W4250 127 50
**Yellow**
7669W4250 127 50

*3 Diamonds 25 Jewels*

**E LADY ELEGANCE.** Three diamonds grace the solid 14K white gold case. So dainty it goes through a ring! Faceted crystal. 25-jewel shock-resistant movement is GUARANTEED FOR LIFE* Unbreakable mainspring. Dustprotected. Luxurious, matching gold filled florentine bracelet with safety chain

7670W4750 142 50

Each watch in presentation gift box.
Shipping weight ½ lb.

Copyright 1962, C. W. Co.

*17-Jewel*

**STAINLESS STEEL *Waterproof*****

**ROYAL MARINE.** Our exclusive design in the continental manner. Smart, handsome . . . WATERPROOF** with accurate 17-jewel shock-resistant movement. GUARANTEED FOR LIFE* ALL STAINLESS STEEL CASE with unbreakable crystal. Unbreakable mainspring. Raised markers, numerals. Matching stainless steel adjustable expansion band.

7600W1995 60 00

**As above in chrome plated top case.**
7601W1595 52.50

All merchandise shown above may be resold up to prices ind cated

# FAMOUS CLINTON LIFETIME WATCHES at SENSATIONAL Low Prices!

ELECTRONICALLY TESTED
ACCURATELY TIMED

*For the Young American*

**A Proudly presented because . . .** Shock-resistant movement has 7 jewels, is GUARANTEED FOR LIFE*. Chrome plated top, water-resistant stainless steel back. Full arabic raised figure luminous dial with sweep second hand. Unbreakable mainspring and crystal. Stainless steel expansion band adjusts to size to fit every wrist.

| | |
|---|---|
| **7671W1275** | **23.50** |
| **As above with 17 Jewels** | |
| **7672W1495** | **27.00** |

*For the Young Executive-to-Be*

**B Handsome, professional look!** Water resistant* Shock-resistant 17-jewel movement in yellow gold flashed case, stainless steel back. Raised figure luminous dial, sweep second hand. Unbreakable mainspring, crystal. Matching adjustable size expansion band that can be fitted to wrist size. GUARANTEED FOR LIFE*

| | |
|---|---|
| **7674W1895** | **36.00** |
| **As above with 7 Jewels** | |
| **7673W1395** | **25.00** |

**All Movement Parts**
**GUARANTEED FOR LIFE**

*The movement parts of every watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor. FOR LIFE! No handling charges . . simply return watch and guarantee card to Clinton Watch Co., Chicago, Illinois

•

**SHOCK RESISTANT**

•

**UNBREAKABLE MAINSPRING**

•

**ADJUSTABLE EXPANSION BANDS**
can be custom-fitted to any size wrist!

CLINTON

*Beautiful*
**GIFT BOX**

*Sweet and Simple*

**C Classic styling, irresistible charm!** Shock resistant, dust protected 7-jewel movement is GUARANTEED FOR LIFE.* Unbreakable mainspring. Easy-to-read full raised arabic figure dial. Gold flashed top, steel back case, raised crystal. Matching adjustable expansion bracelet, guaranteed to fit any wrist.

| | |
|---|---|
| **7675W1475** Yellow | **27.00** |
| **7677W1475** White | **27.00** |
| **As above with 17 Jewels** | |
| **7676W1745** Yellow | **31.00** |
| **7678W1745** White | **31.00** |

*Cheerleaders Special*

**D Fashion's favorite for sports world!** And nurses love it too! Water resistant* Raised figure luminous dial, sweep second hand. Unbreakable mainspring and crystal. 17 jewel shock resistant movement GUARANTEED FOR LIFE.* Classic, stainless steel back. A best seller wherever young people gather.

| | |
|---|---|
| **7679W1745** White | **31.00** |
| **7681W1995** Yellow | **36.00** |
| **As above with 7 Jewels** | |
| **7680W1495** White | **27.00** |
| **7682W1595** Yellow | **30.00** |

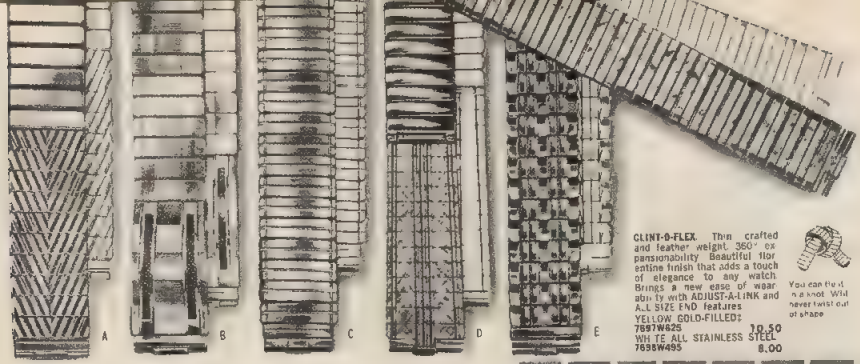
*For Daytime and Dateline*

**E Enhanced by 2 sparkling diamonds!** In stylish gold flashed case with stainless steel back, raised crystal. Matching diamond shaped expansion bracelet with adjustable size feature. Raised figure dial. Precision 17 jewel shock resistant movement GUARANTEED FOR LIFE.* Unbreakable mainspring

| | |
|---|---|
| **7683W2495** White | **45.00** |
| **7685W2495** Yellow | **45.00** |
| **As above with 7 Jewels** | |
| **7684W1795** White | **32.50** |
| **7686W1795** Yellow | **32.50** |

Shipping weight ½ pound Copyright 1962, C.W. Co

**All merchandise shown above may be resold up to prices indicated.**




**CLINT-O-FLEX.** Thin crafted and feather weight, 360° expansionability. Beautiful florentine finish that adds a touch of elegance to any watch. Brings a new ease of wearability with ADJUST-A-LINK and ALL SIZE END features
YELLOW GOLD-FILLED‡
**7697W625** 10.50
WHITE ALL STAINLESS STEEL
**7698W495** 8.00

You can tie it in a knot. Will never twist out of shape

**All men's bands have ADJUST-A-LINK* and ALL-SIZE-END† features**

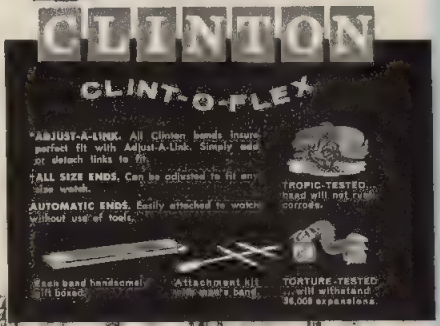
Ⓐ **DYNAMIC.** The classic band! Faceted links combine with expansion center. ADJUST-A-LINK and ALL SIZE END features
YELLOW GOLD-FILLED‡
**7687W595** 10.00
WHITE ALL STAINLESS STEEL
**7688W395** 7.50

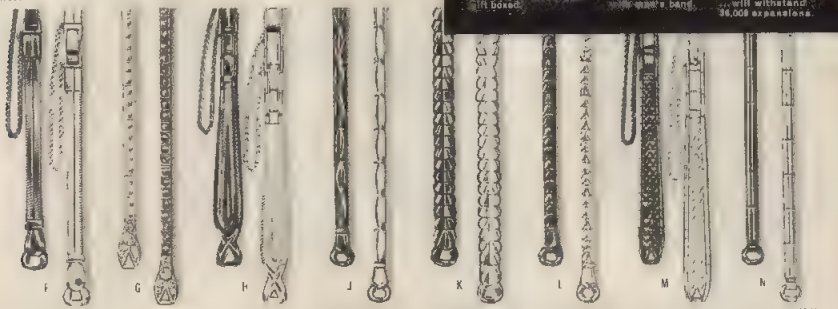
Ⓑ **FLIGHT.** Newest, modern design! Expansion with genuine leather insets. Satin finish. ADJUST-A-LINK, ALL-SIZE-END.
YELLOW GOLD-FILLED‡
**7689W595** 10.00
WHITE ALL STAINLESS STEEL
**7690W395** 7.50

Ⓒ **COMMODORE.** Classic styling for modern man. Quality expansion band, finest craftsmanship. ADJUST-A-LINK, ALL-SIZE-END
YELLOW GOLD-FILLED‡
**7691W495** 8.00
WHITE ALL STAINLESS STEEL
**7692W395** 7.50

Ⓓ **ELITE.** Florentine design and finish. Tapered to harmonize with the finest 1 piece. Combination expansion can be easily adjusted to any wrist and readily fitted to any watch, thanks to features like ADJUST-A-LINK and ALL-SIZE-END.
YELLOW GOLD-FILLED‡
**7693W595** 11.50
WHITE ALL STAINLESS STEEL
**7694W395** 9.50

Ⓔ **VICTOR.** The new bold look! Sculptured to flatter a treasured watch and to complement the wrist line. Full expansion ADJUST-A-LINK and ALL SIZE END guarantee a perfect, comfortable fit
YELLOW GOLD-FILLED‡
**7695W595** 10.00
WHITE ALL STAINLESS STEEL
**7696W395** 7.50


CLINTON
CLINT-O-FLEX
*ADJUST-A-LINK. All Clinton bands insure perfect fit with Adjust-A-Link. Simply add or detach links to fit.
†ALL SIZE ENDS. Can be adjusted to fit any size watch.
AUTOMATIC ENDS. Easily attached to watch without use of tools.
TROPIC-TESTED... band will not rust, corrode.
Each band handsomely boxed.
Attachment kit ... extra bands.
TORTURE-TESTED ... will withstand 36,000 expansions.




AUTOMATIC ENDS | ADJUST-A-LINK | ADJUST-A-LINK | AUTOMATIC ENDS ADJUST-A-LINK | AUTOMATIC ENDS ADJUST-A-LINK | AUTOMATIC ENDS ADJUST-A-LINK | ADJUST-A-LINK | ADJUST-A-LINK

Ⓕ **DEBUTANTE.** Double snake link bracelet with double action center catch, safety chain. Gold-filled with newest AUTOMATIC ENDS
YELLOW GOLD-FILLED‡
**7699W495** 8.00
WHITE GOLD-FILLED‡
**7700W395**

Ⓖ **SUPERBA.** Bright, flashing rhinestones set in tapered ends of this gold-filled expansion band. Richly faceted links are of the ADJUST-A-LINK type. Makes any watch look new and modern again
WHITE GOLD FILLED‡
**7701W585** 10.00
YELLOW GOLD-FILLED‡
**7702W585** 10.00

Ⓗ **SOFIA.** Dramatic flexible expansion bracelet. Fine gold-filled mesh, delicately tapered ends. Double action catch and safety chain. ADJUST-A-LINK
YELLOW GOLD-FILLED‡
**7703W745** 12.00
WHITE GOLD-FILLED‡
**7704W745** 12.00

Ⓙ **GRECIAN.** Picture your wrist encircled with this smartly styled gold-filled expansion bracelet. ADJUST-A-LINKS and AUTOMATIC ENDS guarantee perfect fit, simplify band replacement.
YELLOW GOLD-FILLED‡
**7705W335** 6.00
WHITE GOLD FILLED‡
**7706W335** 6.00

Ⓚ **IVY.** Graceful petal shaped pieces all in a beautiful gold filled expansion bracelet. Miracle AUTOMATIC ENDS. ADJUST-A-LINKS for perfect fit
YELLOW GOLD-FILLED‡
**7707W425** 7.00
WHITE GOLD-FILLED‡
**7708W425** 7.00

Ⓛ **GRACE.** Beautiful, sculptured creation. Gold-filled expansion with AUTOMATIC ENDS. Attaches to watch effortlessly. Easily adjusts to fit any size wrist thanks to ADJUST-A-LINK feature
YELLOW GOLD-FILLED‡
**7709W385** 6.00
WHITE GOLD-FILLED‡
**7710W385** 6.00

Ⓜ **NINA.** Pure luxury in this high style tapered creation. ADJUST-A-LINK insures custom fit to wrist. Safety chain guards against loss
YELLOW GOLD-FILLED‡
**7711W675** 11.00
WHITE GOLD-FILLED‡
**7712W675** 11.00

Ⓝ **NORMA.** Smart, trim design in a tubular expansion bracelet to beautify any watch. Luxurious gold filled. With ADJUST-A-LINK feature
YELLOW GOLD-FILLED‡
**7713W295** 5.00
WHITE GOLD-FILLED‡
**7714W295** 5.00

‡All gold filled bands are 1/20 10K.
Men's bands have stainless steel backs and springs
Stainless steel bands are tax exempt
Copyright 1962 C W Co



All merchandise shown above may be resold up to prices indicated

# CLINTON

*reliable, accurate timepieces*

**All Movement Parts**

## GUARANTEED FOR LIFE

"The movement parts of every watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! . . . no handling charges! . . . Simply return watch and guarantee card to Clinton Watch Co.

**"WATERPROOF: Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact

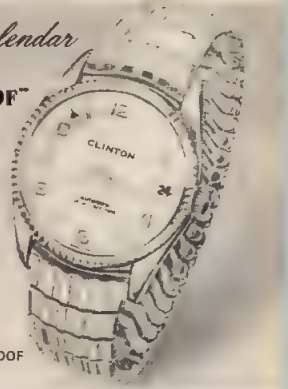
**Gold Filled watch bands are 1/20-10K.** All watches gift boxed

ALL MOVEMENT PARTS LIFETIME GUARANTEED NEVER TO BREAK

## *110-Jewel Calendar*

**AUTOMATIC**

**WATERPROOF"**




**THE ONE TEN.** Clinton's finest! A superb instrument. Winds itself from the natural movement of your wrist. Has 110 RUBY JEWELS in its precision shock-resistant movement that's GUARANTEED FOR LIFE.* And it's a WATERPROOF** too! Automatic accurate Calendar. Yellow gold flashed case with stainless steel back. Luminous dial, raised markers, sweep second hand. Gold filled expansion bracelet. Unbreakable mainspring and no-break monocle crystal.

**7631W5500** 165.00

**CALENDAR · AUTOMATIC · WATERPROOF**
**GUARANTEED FOR LIFE***

**A BLACK BEAUTY.** 25-jewel self-winding AUTOMATIC shock-resistant movement GUARANTEED FOR LIFE.* No winding ever! 10K rolled gold plated top case, stainless steel back. Sweep second hand. Matching gold filled expansion band. Dust-protected unbreakable mainspring

**7625W3950** 118 50

**B CLASSIC.** AUTOMATIC self-winding, uniquely styled WATERPROOF** case, a smart blending of chrome-plated top with stainless steel back. Luminous dial with sweep second hand. Full stainless steel expansion band. 17-jewel shock-resistant movement GUARANTEED FOR LIFE.* Unbreakable crystal and mainspring.

**7626W2595** White dial 75 00
**7627W2595** Black dial 73.00

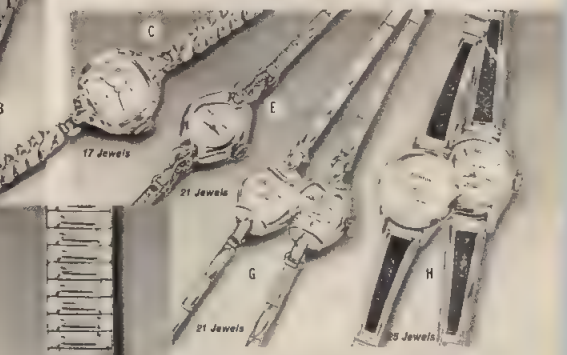
**C STAR-MAID.** Delicate, dainty, design with harmonizing gold filled expansion bracelet. 10K yellow rolled gold plate case with stainless steel back. Easy-to-read dial, arabic raised figures, unbreakable raised crystal. 17-jewel movement, dust and shock-resistant GUARANTEED FOR LIFE.* Unbreakable mainspring.

**7628W2095** 62.50

**D SEA CAPTAIN.** A watch for Young America 7-jewel dust and shock-resistant movement is GUARANTEED FOR LIFE.* Chrome-plated top, stainless steel back, easy-to-read dial, arabic figures, luminous dial. Sweep second hand, unbreakable mainspring and crystal. Water-resistant**. Stainless steel expansion band.

**7629W1295** White dial 33.50
**7630W1295** Black dial 33 50

Copyright 1961, C. W. Co. Shpg wt ½ lb




**E MODERN DAY.** The new design with the "look of diamonds." 10K white rolled gold plate with stainless steel back. 21-jewel shock-resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE.* Gold filled expansion band. Dust protected

**7632W2295** 67.50

**G NASSAU.** Delicate and dainty! 10K rolled gold plate case with stainless steel back. Raised figures and crystal. Matching gold filled expansion band. 21-jewel shock-resistant movement is GUARANTEED FOR LIFE.*. Unbreakable mainspring and crystal.

**7633W1995** Yellow 60 00
**7634W1995** White 60.00

**H AQUA-MAID.** Nurses-Ladies tiniest AUTOMATIC 25-jewel shock-resistant movement GUARANTEED FOR LIFE.* Yellow gold flashed top, steel back. WATERPROOF**. Luminous dial, sweep second hand. Unbreakable mainspring and crystal

**Yellow**
**7635W3990** 110.00

**Chrome-plated Top**
**7636W3890** 105 00

Every watch comes with stunning presentation box.



All merchandise shown above may be resold up to prices indicated.

# The Royal SAFARI

**An exciting new portable unexcelled at this low price!**

# 129.95

**The ideal portable for the whole family**

**The Royal "Safari" . . .** a rugged new portable the whole family will use and use and use! Students of all ages find it helps them do homework better, faster, neater. Mother uses it constantly for social and business correspondence, committee work. Dad needs it when he brings work home. Everyone rates it tops because it offers the same exclusive features, the same size keyboard, the same quality construction of the famous Royal office typewriter. And the type has a clean, etched look.

Here are important reasons why the "Safari" is the most able portable you can buy: Full 88-character keyboard has same spacing and slope as an office typewriter; Finger Flow keys are specially contoured to make typing smoother, easier. Change ribbon in 10 seconds . . . with Twin-Pak changer, your fingers never touch the inky ribbon. Set margins automatically . . . just flick the Magic Margin button. Magic Meter centers headings and sets even margins left and right. Do column of numbers or words by pressing Magic Column Set. Handy fingertip control panel . . . all controls out in front.

Other features, too: Touch Control adjusts touch to exact degree you prefer. New roll 'n' ready paper feed takes paper straight without coaxing. Big eraser table; handy Line Finder lets you type between lines. All metal structural design with steel frame and steel rib cage to protect working parts. Light-weight . . only 17 lbs. 14 oz. with deluxe carrying case. Shpg. wt. 19 lbs.

| *Colors* | *Pica Type* | *Elite Type* | *Price* |
|---|---|---|---|
| Gold | 79-5435 C10995 | 79-5443 C10995 | $129.95 |
| Gray | 79-5450 C10995 | 79-5468 C10995 | 129.95 |
| Blue | 79-5476 C10995 | 79-5492 C10995 | 129.95 |

This is a sample of pica type.
This is a sample of elite type.

Compact, yet equipped with big-machine features

## The Royal SIGNET

You'll be amazed at all the big-machine features built into this handy, handsome portable! It's precision engineered for efficient operation, responsive typing action, durability. Styled for modern tastes . . . ideal for students, housewives, business and professional men. Weighs just 8 lbs. 8 oz.; measures only 5" high! Despite its compact size, it's equipped with many famous Royal features: Full-size keyboard with finger-flow key tops, Quick-set margins; 1, 1½, 2-line spacing; ball-bearing carriage action; 2-color ribbon with stencil cutter, automatic ribbon reverse; margin release and anti-jam key. Rugged all-metal body; completely enclosed bottom; rubber suction feet. Removable top plate for quick ribbon changes. Smart 2-tone Blue finish. Deluxe carrying case doubles as an attractive overnight bag.

**79-5500 C5995** Pica Type. Shpg. wt. 12½ lbs. . . . . $69.95
**79-5518 C5995** Elite Type. Shpg. wt. 12½ lbs. . . . . 69.95

Only 3 in. high . . . weighs only 8 lbs.

## The Royal ROYALITE

Budget-priced portable . . world-famous for its compactness, its many features, its economy. Meets exacting specifications of professionals and students; travelers find it a lightweight, efficient companion. It's only 3 inches high, yet it boasts a standard size keyboard with same details as on a conventional office typewriter. Easy-to-operate Touch-set margins with fingertip control. Wide cylinder with 9⅜" paper capacity large enough to handle commercial envelopes. Lightning action—the lightest touch operates the keys without push or strain. Line space selector—1, 1½, 2 spacing. Finest quality construction features: Rugged 1-piece frame and bottom plate protect vital working parts. Detachable top cover plate for easy ribbon changing. Smooth ball-bearing carriage mount. 2-tone gray finish. Handsome carrying case in leatherlike plastic has nylon fabric lining with paper compartment.

**79-7142 C4995** Pica Director Type. Shpg. wt. 11 lbs. . . . . $53.77

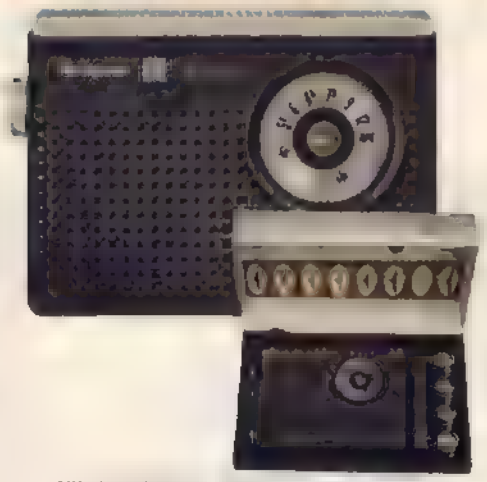
*Federal Excise Tax is included in all prices on this page*

The prices shown in this catalog may or may not be the prevailing retail prices in your community, but are merely value guides for comparable merchandise in leading stores throughout the nation.

# WESTINGHOUSE ALL TRANSISTOR

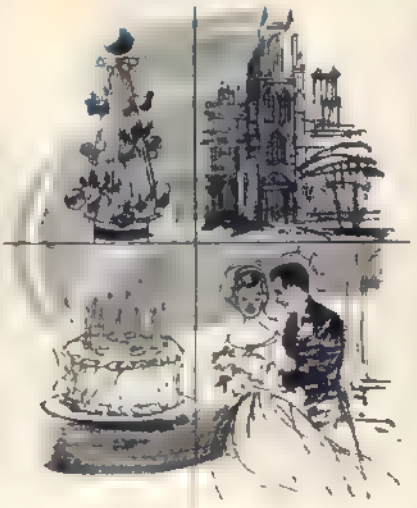
**SIX TRANSISTOR PORTABLE** in gift pack has smart two-tone shatterproof case, plays up to 200 hours on 4 penlight "AA" cells. Carrying handle converts to tilt stand. Features full-tone Alnico speaker . . . built-in long-range ferro-core antenna and automatic volume control. 6 transistors plus diode. Radio, carrying case, earphone w/case, batteries incl. 6⅞" H., 4¼" W., 2⅛" D. Ship. wt. 3 lbs.

7846E2090 — Beige & Brown Beige & Vermillion Specify Color $26.95



**SIX TRANSISTOR PORTABLE** gift pack comes complete with gray saddle-stitched travel case and batteries. Radio features large, easy-to-tune dial . . . full tone Alnico speaker and automatic volume control. Built-in ferro-core antenna adds sensitivity . . . 4 flashlight "C" cells power radio for up to 300 hours. 6 transistors and diode. Gift pack includes radio, travel case, batteries. 5⅜" H., 7⅞" W., 2⅝" D. Shipping weight 2½ lbs.

7839E1950 — Charcoal & White $24.95



## WESTINGHOUSE TRANSISTOR PORTABLES

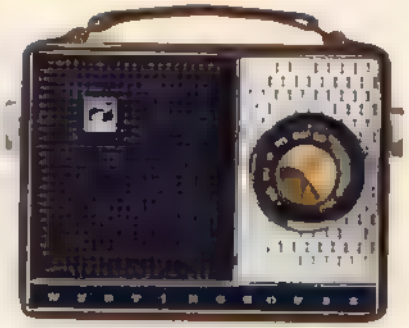
...red to play anywhere — cars, trains, planes and boats

**WESTINGHOUSE "THREE-BAND"** for excellence in performance and versatility. Features three super sensitive bands — Broadcast, Marine and International Shortwave — with tuned RF stage on all bands. Picks up ship-to-shore, weather, aircraft and international broadcasts. Has accurate vernier slide rule tuning.. rotating azimuth dial helps operator get relative bearing for stations from his position on land, sea, air . . . plus earphone jack, 44" telescoping whip antenna, built-in ferro-core antenna and external antenna terminal . . . heavy duty 4" Alnico speaker. Radio is specially designed for easy loading of batteries, plays up to 400 hours on 4 standard "C" flashlight cells. Comes in smart rugged saddle-stitched case. 8 transistors, detection diode, overload diode and voltage and temperature compensating diode. 6⅛" H., 9½" W., 4½" D. Ship. wt. approx. 6 lbs.

8131E6024 — Black . . . . . $79.95

**THE "DUAL BAND"** with super sensitive Broadcast and Shortwave . . . receives programs from all over the world. Has heavy duty Alnico speaker . . . tuned RF stage on Broadcast Band. Twin long range antennas, 36" telescoping antenna . . . external antenna terminal . . . rugged shatterproof case. Plays up to 400 hours on 6 flashlight "D" cells. 9 transistors diode, 2 temperature compensating thermistors. 9⅞" H., 11¼" W., 3½" D Ship. wt. 5 lbs

7437E5041 — Charcoal/White DoveGrey/White Specify Color $64.95



**SEVEN TRANSISTOR PORTABLE** makes a great travel companion . . . has tuned RF stage and 3-gang tuning capacitor for extra sensitivity . . . full toned Alnico speaker . . . accurate vernier tuning. Plays up to 400 hours on 4 flashlight "D" cells. Handsome saddle-stitched leather case . . . earphone optional 7 transistors plus diode and two temperature compensating thermistors. 6 1/16" H., 8⅛" W., 3⅜" D Shipping weight 4 lbs

7680E3324 — Tan or Grey Specify Color $49.95

**SEVEN TRANSISTOR PORTABLE** travels with you anywhere. Comes in handsome saddle-stitched case. Has easy-to-read dial, accurate vernier tuning, built-in ferro-core antenna . . . Alnico speaker . . . automatic volume control. Plays up to 400 hours on 4 easy-loading flashlight "C" cells. Optional earphone available. 7 transistors plus 2 diodes. 5⅞" H., 9⅛" W., 2¼" D. Shipping weight approximately 4 lbs.

7840E2924 — Tan or Black Specify Color $39.95

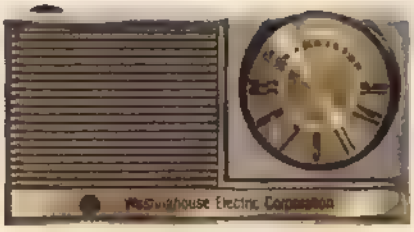
# RADIO GIFT PACKS

**SEVEN TRANSISTOR MINIATURE RADIO** gift pack fits in your hand . . . plays up to 75 hours on 2 penlight "AA" cells. Has built-in antenna, powerful Alnico speaker, accurate vernier tuning and attractive, high impact case. 7 transistors and diode. Gift pack has radio, carrying case, earphone with case, batteries. 4½" H., 2½" W., 1⅛" D. Ship. wt. 8½ oz.

**7847E2190** — Black & Gold, Blue & Gold
Specify Color **$29.95**

**SIX TRANSISTOR MINIATURE RADIO** comes in gift pack, has smartly styled fully molded case with handy easel stand. Has long-range built-in antenna, Alnico speaker, pin-point vernier tuning, easy-to-read magnifier dial. Plays up to 75 hours on 2 penlight "AA" cells. Gift pack has radio, travel case, earphone with case, cells. 6 transistors and diode. 4¾" H., 2½" W., 1⅛" D. Ship. wt. 8 oz.

**7838E 890** — Charcoal Grey, Aztec Red
Specify Color **$24.95**



**SIX TRANSISTOR SUB-MINIATURE RADIO** is gift packed, will fit in shirt pocket or small purse. Has large easy-to-read tuning dial . . . built-in ferro-core antenna . . . Alnico speaker with automatic volume control for constant sound level. 6 transistors and diode. Gift pack includes genuine leather travel case, earphone and 2 penlight "AA" cells for up to 75 hours playing. 2½" H., 5" W., 1¼" D. Ship. wt. approx. 9 oz

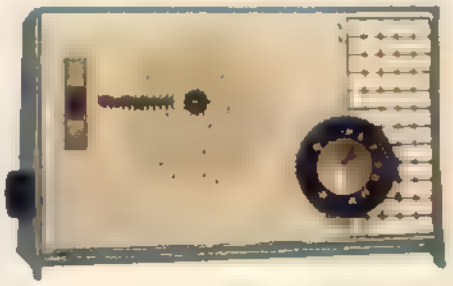
**8132E1740** — Beige & Gold, Charcoal & Silver
Specify Color **$19.95**

## WESTINGHOUSE CUSTOM DESIGNED TABLE RADIOS

styled to blend with every decor

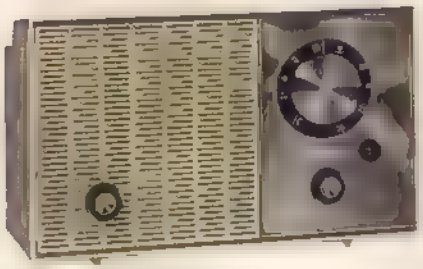
**CUSTOM DESIGNED AM TABLE RADIO** for long range reception . . . exceptional tonal quality. Has tuned R.F. stage, 3 gang tuning capacitor for greater sensitivity and selectivity. Features 6" magna power speaker, tone control and shielded ferro-cone antenna. Fully molded cabinet. 6 tubes including rectifier. AC/DC. 9⅛" H., 15" W., 5⅞" D. Ship. wt. 9 lbs.

**7677E2990** — Cameo Beige, Charcoal Specify Color
**$39.95**



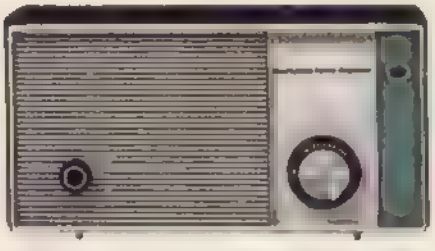
**HANDSOME TABLE RADIO** has a fully molded cabinet, features big 5" wide range Alnico speaker for room filling sound . . . two position tone control for "Music" and "Voice." Built-in antenna pulls in distant stations, automatic volume control maintains constant sound level. AC/DC. 5 tubes including rectifier. 7⅝" H., 11¼" W., 4⅛" D. Ship. wt. 5 lbs.

**8133E1990** — Ivory & White, Cerulean & Blue
Specify Color **$24.95**



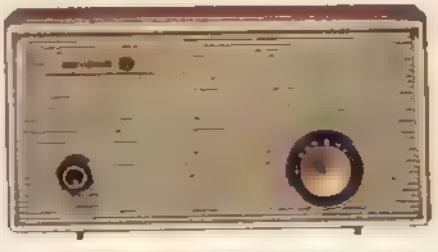
**FIVE TUBE TABLE RADIO** features a new concept in radio design — fully molded, shatterproof polypropylene cabinet. Has large, sensitive ferro-core loop antenna to pull in distant stations. Large easy-to-read dial and vernier tuning make station selection easy and accurate. Wide range Alnico speaker. 5 tubes incl. rectifier. AC or DC. 6¾" H., 10¾" W., 5" D. Ship. wt. approx. 6 lbs.

**8134E1590** — Beige & White, White & Charcoal Specify Color **$19.95**



**FIVE TUBE TABLE RADIO** features fully molded, high impact polypropylene cabinet . . . has accurate direct tuning with easy-to-read dial . . . sensitive, built-in ferro-core antenna . . . high gain IF transformers and automatic volume control for constant sound level. Wide range Alnico speaker. AC/DC. 5 tubes incl. rectifier. 5⅞" H., 10¾" W., 5" D. Ship. wt. approx. 6 lbs.

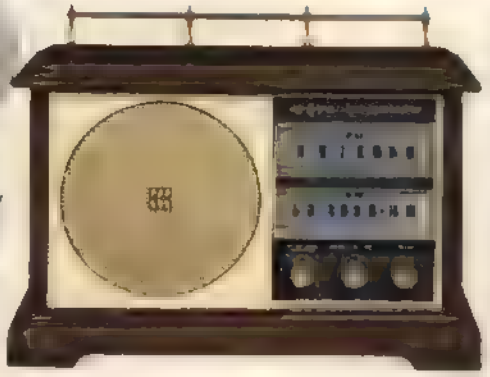
**8135E1490** — Charcoal & Gold, Charcoal & Rust, Charcoal & Turquoise
Specify Color **$16.95**



**TRIM, COMPACT TABLE RADIO** in fully molded polypropylene cabinet is low in price . . . high in performance. Front mounted Alnico speaker delivers wide range, room filling sound. Has built-in ferro-core antenna . . . easy-to-read tuning dial. Plays on AC or DC. 4 tubes including rectifier. 5⅞" H., 10¾" W., 5" D. Ship. wt approx. 3½ lbs

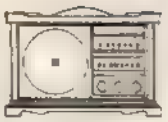
**8136E1190** — Nutmeg & White, Twilight Blue & White, Oxford Blue, Ivory & White Specify Color **$14.95**

# TABLE MODEL RADIOS DISTINCTIVE IN STYLE AND QUALITY



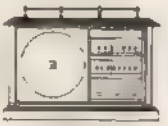
**GENUINE VENEER INSTANT-ON AM/FM TABLE RADIO** lets you hear sound the instant it's turned on . . . brings you luxurious fidelity and furniture beauty in fine acoustic cabinetry. Full range 8" speaker and variable tone control improve response . . . create outstanding tonal quality. Shielded long range AM antenna minimizes static from household appliances...built-in line cord FM antenna, provision for external FM antenna. Additional RF amplifier stage on FM for extra pulling power . . maximum selectivity. Slide rule vernier tuning . . . Automatic Frequency Control on FM locks in station, prevents signal drift. Jack for 8 ohm remote speaker. 7 tubes plus rectifier. Dimensions vary by model. Approx. 12" H., 17½" W., 7½" D. Ship. wt. 12 lbs.

8137E7690 — Mahogany, Maple, Walnut & Fruitwood Veneer Specify Color $99.95



MAPLE

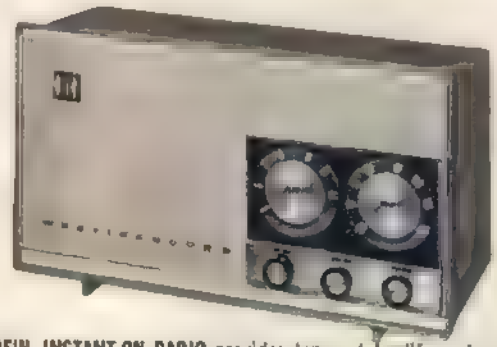
WALNUT



FRUITWOOD

**DELUXE INSTANT-ON AM/FM TABLE RADIO** offers exciting sound reproduction the instant it's turned on . pulls in all stations with unusual tone and clarity. Fully molded cabinet gives finished appearance front and back. Shielded AM antenna . . . built-in FM antenna. Provision for external FM antenna. Automatic Frequency Control makes FM tuning easier, more accurate — keeps stations precisely tuned. Wide range 6" Alnico speaker, 7 tubes plus rectifier. 9⅛" H., 15" W., 5⅞" D. Ship. wt. 10½ lbs.

7674E5890 — Cameo Beige, Charcoal . Specify Color $79.95



**POWERFUL INSTANT-ON RADIO** provides longer tube life and reliability . . . lets you hear sound the instant it's turned on. Features Automatic Frequency Control that locks in station, prevents drift. Has wide range speaker . . . long range AM antenna and built in FM antenna . . . provis on for external FM antenna. Separate AM and FM vernier tuning dials for pin-point station selection. Fully molded cabinet. Seven tubes plus rect fier. AC/DC. 9⅛" H., 15" W., 5⅞" D. Ship. wt. 10½ lbs.

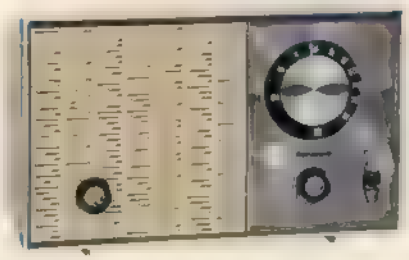
7675E4690 — Dove Gray, Chestnut Brown Specify Color $59.95

## AM-FM PORTABLE RADIO

**POWERFUL AM-FM PORTABLE** has rugged die-cast chrome face and saddle-stitched case. Radio features independent AM and FM tuning controls . . . automatic volume control, continuous tone control. FM reception improved by Automatic Frequency Control which locks in station, prevents drift. Radio has 3 transistor tuner with R.F. amplifier, three stage audio amplifier . . . vernier tuning for tuning accuracy . . . heavy magnet speaker . . . 30" whip FM antenna and large ferro-core AM antenna. Powered to play up to 150 hours on 6 standard "C" flashlight cells. 12 transistors and 5 diodes. 6¾" H., 9½" W., 3½" D. Approx. ship. wt. 5¾ lbs.

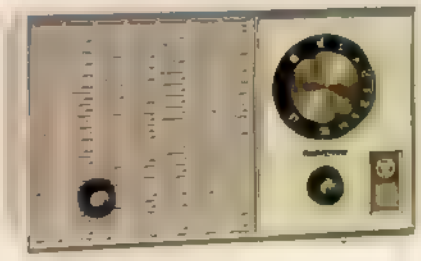
8138E7541 — Black . . . . . $99.95

## SENSITIVE FM TABLE RADIOS



**ATTRACTIVE FM TABLE RADIO** comes in new, fully molded cabinet of shatterproof polypropylene . . . is an asset to any decor. Features Automatic Frequency Control switch to lock in stations, prevent signal drift . . . vernier tuning for accurate selection of stations. Has front mounted Alnico speaker for room filling sound, built-in line cord antenna and external antenna connections. AC/DC, 5 tubes plus rectifier. 6¾" H., 10¾" W., 4⅝" D. Shipping wt. approx. 6 lbs.

8139E2790 — Beige & White Frontenac Gray/Oxford White $34.95



**NEW INSTANT-ON FM TABLE RADIO** lets you hear sound the instant it's turned on...provides added protection for delicate radio filaments. Vernier tuning assures accurate station selection . . . wide range Alnico speaker gives finer sound. Built-in line cord antenna for broader signal coverage...external antenna connections. Fully molded, shatterproof polypropylene cabinet. AC or DC. 5 tubes plus rectifier. 6¾" H., 10¾" W., 4⅝" D. Ship. wt. approx. 6 lbs.

8140E2390 — Oxford White . . . . . $29.95

Westinghouse Radio-Phonograph Department

Prices slightly higher in the South and West. Color reproductions may vary slightly from actual models
All Westinghouse Radios carry 90 Day Parts Warranty and Service Policy
— For Free Service within Warranty Period call Western Union Operator 25.
Specifications and Prices subject to change without notice

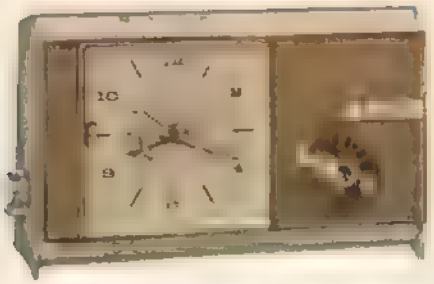
# Westinghouse Clock Radios

the most beautiful sound you've ever seen

**CUSTOM DELUXE PUSH-BUTTON CLOCK RADIO** will lull you to sleep with soft music . . . gently wake you to the sound of morning. Features luminous clock face set in fully molded cabinet . . . can easily be read in dark. Has wake-up-to-music, 60 minute slumber control and gentle buzzer alarm. Doze control and convenient appliance outlet. Radio delivers full range sound . . . has tuned RF stage, 3 gang tuning capacitor for increased sensitivity. Shielded ferro-core antenna minimizes static. AC only. 6 tubes incl. rectifier. 6 7/16" H., 13" W., 4⅞" D. Ship. wt. 9 lbs.

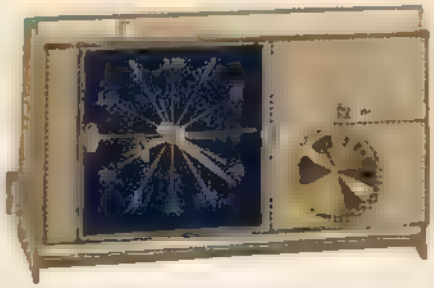
8141E3690 — Cameo Beige/Mocha, Ivory/White
Specify Color $49.95

## FULL FEATURED PUSH BUTTON CLOCK RADIOS



**PUSH BUTTON CLOCK RADIO** wakes you up to music . . . buzzer sounds 10 minutes later. Has Slumber Switch, Doze Control . . . push button and alarm buzzes again after giving you extra sleep. Appliance outlet. Up-front sound, ferro-core antenna, vernier tuning. AC only. 5 tubes incl. rectifier. 7 5/16" H., 11¼" W., 5" D. Ship wt. approx. 7¼ lbs.

7841E2990 — Green/White, Mocha/White
Specify Color $39.95



**HANDY PUSH BUTTON CLOCK RADIO** has wake-up-to-music and buzzer alarm. Sleep-Doze button lets you fall asleep to music, turns off automatically 10, 30, 45, or 60 minutes after being set. In the morning lets you turn off alarm, start it again up to 60 minutes later. Has up-front sound, ferro-core antenna. AC only. 5 tubes incl. rectifier. 7¼" H., 11¼" W. 5" D. Shipping weight approx. 7 lbs.

8142E2790 — Green/White, Goldentone/White Specify Color $34.95

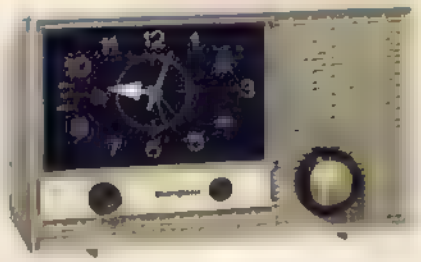
**DELUXE PUSH BUTTON CLOCK RADIO** features new Memory Alarm . . . wakes you every morning without setting at night, can be disengaged weekends when you want sleep. Has 60 minute Slumber Switch, wake-up-to-music and doze control. Wide range speaker, fully molded, high impact polypropylene cabinet. AC only. 5 tubes including rectifier. 6⅞" H., 10¾" W., 4½" D. Ship. wt. approx. 7 lbs.

8143E2390 — White/Beige, Antique White & Charcoal Specify Color $29.95

## HANDSOME "ALL AROUND" CLOCK RADIOS

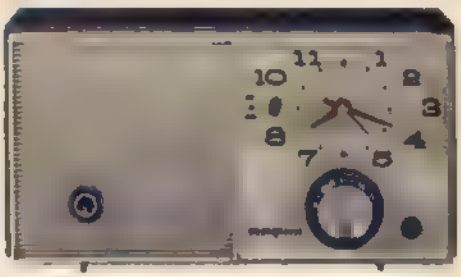
**ATTRACTIVE CLOCK RADIO** is modern in every detail . . . has fully molded, lustrous polystyrene cabinet for finished appearance front and back. Features automatic wake-up-to-music with buzzer alarm that sounds 10 minutes later . . . 60 minute Slumber Switch lets you fall asleep to music, shuts off by itself. Wide range Alnico speaker. AC only. 5 tubes incl. rectifier. 7¼" H., 11¼" W., 4⅜" D. Ship. wt. 7 lbs.

8144E1990 — Cerulean Blue & White, Ivory & White Specify Color $24.95



**HANDSOMELY STYLED CLOCK RADIO** in fully molded, high impact polypropylene cabinet features automatic wake-up-to-music, large easy-to-read clock face. Has ferrocore antenna for extra sensitivity, long distance reception. Ceramicad circuitry seals out dirt and moisture. Wide-range Alnico speaker delivers full clean sound. 5 tubes including rectifier. AC only. 6¾" H., 10¾" W., 5½" D. Ship wt. approx. 5 lbs.

8145E1690 — Oxford White ..... $19.95



**SMARTLY DESIGNED CLOCK RADIO** is modern as tomorrow. Has fully molded, high impact polypropylene cabinet for finished appearance front and back. Clock features large easy-to-read clock face. Wake-up-to-music switch turns radio on automatically in morning. Radio features front mounted Alnico speaker, long range built-in ferro-core antenna and high gain IF transformer. 4 tubes incl. rectifier. AC only. 5⅞" H., 10¾" W., 5¾" D. Ship. wt. approx 5 lbs.

8146E1590 — Charcoal & White. . . . $17.95

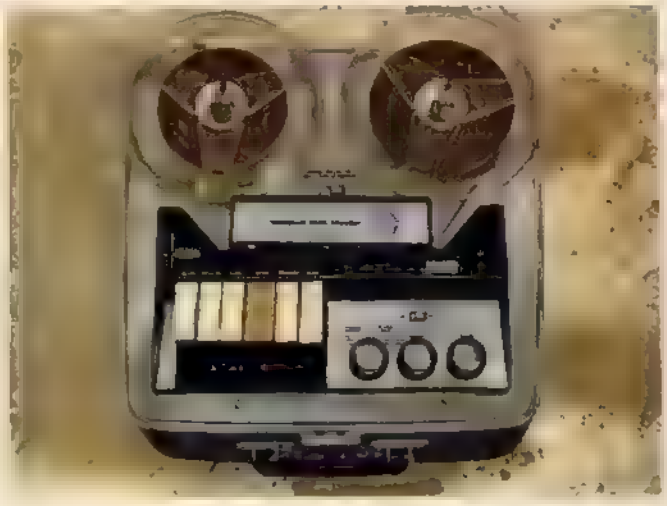
# WESTINGHOUSE STEREO/MONAURAL TAPE RECORDERS

**DELUXE STEREO TAPE RECORDER**...complete in two carrying cases with two ceramic microphones and two high fidelity speakers. Offers new push-button simplicity and true portable convenience. Equipped with professional 4-track stereo record/play head, it plays and records all the newest tapes...4-track, 2-track, monaural and stereo. Westinghouse "dua-trac" ..lets you add musical background or sound effects on one track, while listening to a previously recorded track. On playback you hear both recordings simultaneously. Features simple straight-line loading for easy tape threading. Separate volume and tone controls, convenient index counter, pause/edit control and monitor switches. Two-position input jacks enable you to record "live" from microphones or direct from radio, TV or phonograph...or use recorder speakers as P.A. system. Output jacks permit playback through external speakers. Frequency response 40-15,000 cps at 7½ ips and 40-7,500 at 3¾ ips. Operates on 60 cycles, AC only. Dimensions: 7" H., 14" W. 14" D. (each unit). Ship. wt. approx. 32 lbs.

8156E23150 – Model 24RS - Charcoal ..... $359.95

**OUTSTANDING STEREO TAPE RECORDER**...offers you a wide variety of uses. Plays and records all the newest tapes...4-track, 2-track, monaural and stereo. Plus it adds exciting new Westinghouse "dua-trac" recording for added realism and versatility. New push-button controls are simple to operate. Features professional 4-track record/play head, 4-track erase head. Wide range 8-inch oval speaker, separate volume and tone controls for each sound channel. Convenient Pause/Edit Control permits momentary stops while recording "live" from microphone or direct from radio, TV or phonograph. Output jacks permit playback through high fidelity consoles or external speaker system. Frequency response 40-15,000 cps at 7½ ips and 40-7,500 cps at 3¾ ips. Operates on 60 cycles AC only. Dimensions: 7" H., 14" W., 14" D. Shipping weight approx. 28 lbs.

8157E16797 – Model 22RS - Gunmetal Gray ..... $259.95



**OPTIONAL SPEAKER/AMPLIFIER**...permits stereo playback with Model 22RS Tape Recorder. Exactly matching the master recorder unit, this additional amplifier/speaker plugs in simply...lets you enjoy your recordings in full fidelity stereo. Has separate volume and tone controls and wide range 8-inch oval speaker. Ship. wt. 8 lbs.

8158E5249 – Model 23SE - Gunmetal Gray ..... $84.95

**COMPACT, VERSATILE MONAURAL TAPE RECORDER**...provides hours of enjoyment for the whole family. Light enough to carry anywhere and so easy to operate with new push-button controls...it's the perfect recorder for home, office or school. Records and plays back all monaural tapes in true-to-life fidelity. Has straight-line loading—once in position tape threads itself, travels smoothly with no "wow" or "flutter". Features dual-track record/play head. Convenient Pause/Edit Control, separate volume and tone controls and Index Counter. Erase-Interlock prevents accidental erasing of pre-recorded material...Monitor Switch allows you to listen-in on program material as it is being recorded from radio, TV or phonograph. There are input jacks for recording "live" from microphone or direct from radio, TV or phonograph—or use as P.A. system. Output jacks for external speaker or amplifier/speaker...can be used for playback through hi-fi set. Frequency response 40-15,000 cps at 7½ ips and 40-7,500 cps at 3¾ ips. Operates on 60 cycles, AC only. Dimensions: 7" H., 14" W., 14" D. Ship. wt. approx. 25 lbs.

8159E11688 – Model 21RE - Silver Gray ..... $179.95

Westinghouse Radio Phonograph Department

All Westinghouse Phonographs and Tape Recorders carry 90 Day Parts Warranty and Service Policy. For Free Service with a Warranty Period call Western Union Operator 25.
Specifications and prices subject to change without notice

Ⓐ Livestock Truck with Horse Trailer
$3.99

Ⓑ Camper with Boat and Trailer
$2.69

# Structo Super Highway Models

- **Structo "Live-Action" Toys are handsome scale replicas of latest model, real-life equipment with actual working parts.**
- **. . . all edges smoothly rolled . . . all moving parts shielded and can be easily handled by the child.**
- **Built to last a child-time . . . constructed of heavy-gauge steel . . . weather-resistant 2-coat enamel finish baked on for long wear.**
- **Eye-Appeal details for smart, realistic appearance. All trucks have white side-wall tires, clear plastic windshields.**
- **Up-to-date styling . . . many trucks have new chrome-plated wrap-around bumpers, steering wheels, and bright-colored seats.**
- **Here are the toys that can handle rugged playtime jobs and provide the child with hour upon hour of lasting play fun.**

Ⓐ **Livestock Truck with Horse Trailer.** Serves double duty . . . white metal stake panels protect animals, remove for flat bed hauling. Has chrome-plated wrap-around bumper, yellow seat, steering wheel, plus plastic side windows ("rolled up" ¼ way), rear window. Horse Trailer ramp door swings down to open. Aqua finish. Abt. 25 in. long overall with ramp down 2 plastic cows, 2 horses incl.
48 T 1243—Ship. wt. 5 lbs. 4 oz. . . . . $3.99

Ⓑ **Camper with Boat and Trailer.** Camper is designed for vacation outings . . . has steel pick-up truck body with molded plastic camper top, side door swings open. Aqua finish Red Boat Trailer hitches to truck . . . holds red and white plastic boat with windshield, steering wheel, 3 seats. Abt. 13½ in. long overall
48 T 1237—Ship. wt. 2 lbs. 12 oz. . . . . $2.69

Ⓒ **Hydraulic Trailer Dump Truck.** Press lever . . . hydraulic cylinder raises trailer body, dumps load automatically. Non-toxic liquid in aluminum cylinder won't stain. Cab-over-engine design with chrome-plated wrap-around bumper, red seat, steering wheel. Abt. 20½ in. long. Highlight green color (like (J) on opposite page).
48 T 1252 Shipping weight 5 lbs. 10 oz. $4.49

Ⓓ **Power Shovel** lifts big loads of sand. 2 hand-wheels control raising and lowering of boom, automatic loading and unloading of shovel. Cab revolves in full circle. Moves on rugged caterpillar treads. With boom extended abt. 28¼ in. long Highlight green color (like (J) on opposite page).
48 T 1240—Shipping weight 3 lbs. 4 oz. . . . . $2.99

Ⓔ **5-Piece Highway Builder Set.** Specially priced to save you more. Complete equipment for building "miles" of super highways through any sandpile. POWER SHOVEL lifts the sand, hollows out the road bed. 2 hand-wheels control raising and lowering of boom and automatic loading and unloading of shovel. Cab revolves in full circle. With boom extended abt. 26½ in. long Highlight green finish DELUXE DUMP TRUCK to haul the sand . . . lever raises body for dumping; can be locked in dump position. Modern cab-over-engine design with shiny chrome-plated wrap-around bumper, yellow seat, steering wheel. Abt. 11¾ in. long

SAND HOPPER for efficient loading of dump truck Just back truck under sand filled hopper . . . lever triggers automatic loading operation. Stands about 11⅝ in. high. Aluminum tubular legs. READY-MIX CONCRETE TRUCK is all set to mix "cement," pave the cleared roadway Plastic drum rotates as truck moves. Fills through hopper on top; tilts to empty down adj chute. Has chrome-plated wrap-around bumper, seat, steering wheel . . . plus side windows ("rolled up" ¼ way), rear window. Abt 14 in. long, with chute ext. abt. 17½ in long. With lithographed steel road barrier.
48 T 1253 M—Ship. wt. 11 lbs. 10 oz. *Mail.* $8.99

Ⓕ **Auto Transport with 3 Cars.** Ramp extends at rear for loading and unloading Cab-over-engine design with chrome-plated wrap-around bumper, seat, steering wheel Abt 22 in. long, with ramp extended, abt. 29½ in. long. With 3 die-cast metal cars . . . colors may vary.
48 T 1246—Ship. wt. 5 lbs. 8 oz. $3.99

Ⓖ **Ready-Mix Concrete Truck** really works! Load mixer through hopper on top to mix "cement"; water-tight plastic drum rotates as truck moves. Tilt drum up to pour contents down chute (*see sketch*). Chute swings to either side. With chrome-plated wrap-around bumper, seat, steering wheel, plastic side windows (¼ the way up), rear window. Abt. 14 in. long with chute ext. abt. 17½ in. long
48 T 1245 Shipping weight 3 lbs. 10 oz. . . . $3.49

Ⓗ **Ramp-side Pick-Up Truck** has side ramp that drops to curb for loading and unloading easily, quickly. Rugged construction. About 10½ in. long.
48 T 1236—Shipping weight 1 lb. 14 oz. . . . . $1.49

Ⓙ **Mobile Crane.** Two hand-wheels control raising and lowering of boom, raising, lowering, loading and unloading of bucket. Adj. stabilizers on rear of truck prevent tipping. Cab and boom revolve in full circle. Chrome-plated wrap-around bumper, seat, steering wheel, side windows ("rolled up" ¼ way), rear window. Abt. 15⅝ in. long, with boom extended about 31¼ in long overall
48 T 1248—Shipping weight 5 lbs. 14 oz. . . . . $6.69

Ⓚ **Wrecker**—for real 24-hour towing service. Steel cable hook grips bumper, crank winch to lift "wreck." Chrome-plated wrap-around bumper, seat, steering wheel, plastic side windows ("rolled up" ¼ way), rear window. Abt. 13 in. long.
48 T 1239—Shipping weight 3 lbs. 8 oz. . . . . $2.99

Ⓛ **Hydraulic Dumper.** *Was* $3.69; *Now* $2.79! Press lever . . . hydraulic cylinder raises truck body and dumps load automatically. Non-toxic liquid in cylinder won't stain Has windshield wipers, side-view mirrors, air horns. Abt. 13¾ in. long
48 T 1411—Ship. wt. 3 lbs. 10 oz. . . . . $2.79

Ⓜ **7-Piece Trailer Set** for special outings, hauling jobs. All trailers (except boat trailer) have white sidewall tires; hitch, unhitch easily Cub PICK-UP TRUCK has windshield, tailgate will raise, lower, removable top, side doors to convert to sport model Seats, steering wheel, gear shift lever in front; side seats in back. Abt. 10⅜ in. long. BOAT TRAILER holds inboard boat with windshield, 3 seats. Abt. 9⅜ in. with boat. CLOSED TRAILER rear door converts to ramp Abt 8½ in. long; abt. 11 in long with ramp down. OPEN TRAILER has adj. tailgate. Abt. 10¾ in. long, abt 12¾ in. long with tailgate down. 2 plastic cows incl.
48 T 1254—Shipping weight 5 lbs. . . . . $8.58

**Just "Charge It"** SEE PAGE 367

Save This Catalog!
Toys Available Until October 1, 1964

Ⓒ $4.49 Hydraulic Trailer Dump Truck

Ⓓ $2.99 Power Shovel

# *Ultra Petite Dainty Watches*

**Lucille "25" Y: 25 jewel** ultra-petite style of classic design Yellow rolled gold plate case with non-corrosive back Gold-filled expansion bracelet. **Shockproof, unbreakable mainspring.**

**6423W3100** Retail **$77.50**

**Lucille "25" W:** As above, in white case, bracelet.

**6424W3100.** Retail **$77.50**

**Andrea Y: Ultra-petite** sports style to grace her wrist Yellow rolled gold plate case with a non-corrosive back and black suede strap **Unbreakable mainspring. Shockproof.** 17 jewel movement.

**6609W2950** Retail **$75.00**

**Andrea W:** As above, with white case.

**6610W2950.** Retail **$75.00**

**Sandra "25" Y: 25 Jewels.** Lovely, dainty, petite. Gleaming yellow rolled gold plate case, non-corrosive back Gold-filled adjustable expansion bracelet **Shockproof, non-break mainspring.**

**6393W3250.** Retail **$82.50**

**Sandra "25" W:** As above in white case, bracelet

**6394W3250.** Retail **$82.50**

**Diamond Flower W:** The glamour, the luxury of **2 genuine** du-cut **diamonds** hand-set in a gleaming white dress watch at an astonishingly low price Case is exquisitely fashion-designed with subtle beauty, has a non-corrosive back. 1/40th 10K gold-filled expansion bracelet to match. Modern stick-figure dial **Shockproof** movement has **unbreakable mainspring.** 17 jewels Dependable, protected by Waltham's lifetime guarantee.

**6611W2595** Retail **$65.00**

**Diamond Flower Y:** As above in yellow, case and band

**6612W2595**.....Retail **$65.00**

**All Movement Parts Are *Lifetime Guaranteed***

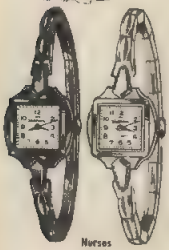
# WALTHAM

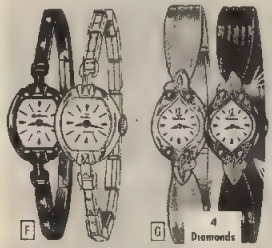
TIMING AMERICA FOR OVER 100 YEARS

- **SHOCKPROOF**
- **UNBREAKABLE MAINSPRING**

Since 1850 Americans have relied on Waltham Watches because of their dependability and accuracy. New Walthams are better than ever . . . styled with excitingly modern design.

## *Career Woman's Choice*






**Nurse Betty Y:** Favorite of career women everywhere Practical yellow top case with non-corrosive back 1/20th 10K gold-filled adjustable expansion bracelet to match Full arabic dial, sweep second hand for split second timing. 17 jewel movement has **unbreakable mainspring,** is **shockproof** for trouble-free service Lifetime guarantee

**6437W2650** Retail **$67.50**

**Nurse Betty W:** As above, with white case, bracelet

**6438W2650** Retail **$67.50**

**Auto Carla W: Waterproof* self-winding** watch meets the needs of nurses, home-makers, career women. Has shiny chrome plated case with non-corrosive back, stainless steel expansion bracelet Luminous hands and hour dots can be seen in dark Sweep second hand 17 jewel **shockproof movement, non-break mainspring.** Lifetime guarantee

**6616W4150** Retail **$105.00**

**Auto Carla Y:** As above in yellow case, bracelet

**6617W4295** Retail **$110.00**

**Sea Nurse W: Waterproof*** watch for ladies, built for dependable service in every circumstance All-stainless steel case with stainless expansion bracelet. Luminous hands and hour dots, red sweep second hand. Modern skip-figure dial with dress watch appearance 17 jewel movement. **Shockproof, has unbreakable mainspring.**

**6400W3050** Retail **$77.50**

**Sea Nurse Y** As above, yellow case and bracelet.

**6401W3250** Retail **$82.50**

**F Couture Y:** Discreetly designed dress watch to go with any fashion change. Elegant yellow case with non-corrosive back. Matching yellow expansion bracelet. 17 jewels. **Shockproof, unbreakable mainspring.**

**6613W1995** Retail **$49.95**

**Couture W:** As above with white case and bracelet.

**6614W1995** Retail **$49.95**

**G Diamond Mildred W: 4 brilliant genuine diamonds** set in a distinctively styled case of white rolled gold plate Non-corrosive back. Gold-filled adjustable expansion bracelet. 17 jewel **shockproof movement.**

**6405W4750** Retail **$120.00**

**Diamond Mildred Y:** As above, in yellow.

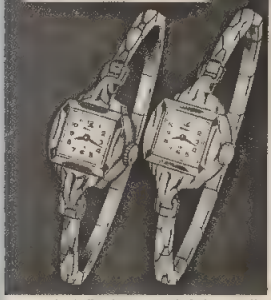
**6615W4750** Retail **$120.00**



*Guaranteed waterproof as long as case, crown and crystal are intact

Retail prices include Federal Excise Tax: dealers' prices do not.

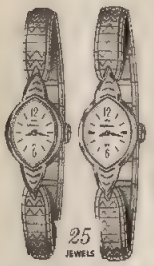
## Top-Value Dress Watches



**Ada Y:** Combines superb fashion styling with practical design and a down-to-earth price! Brilliant yellow case has non-corrosive back. Matching 1/40th 10K gold-filled expansion bracelet. All-arabic numeral dial is very legible. Dependable 17 jewel movement is **shockproof** and has **unbreakable mainspring.**
**6365W1895** ..... Retail **$47.50**

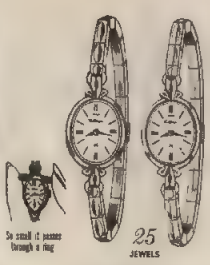
**Ada W:** As above. White case, bracelet.
**6366W1895** Retail **$47.50**

## Special! Solid 14K Gold Cases!



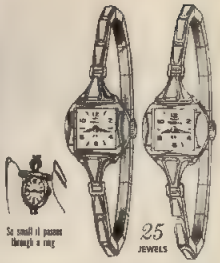

**Golden Galaxy "25" Y: Has 25 jewels, solid 14K yellow gold case,** elegantly crafted for lifetime service. Smart wide bracelet in 1/20th 10K gold-filled, adjustable, with safety chain, clasp. **Shockproof movement.**
**6425W4650** . Retail **$115.00**

**Golden Galaxy "25" W:** As above, 14K white gold case.
**6426W4650** Retail **$115.00**




**Golden Miriam "25" Y: 25 jewels.** Ultra-petite case of **solid 14K yellow gold,** so dainty it will pass thru a ring. 1/20th 10K gold-filled adjustable expansion bracelet. **Shockproof** movement with **unbreakable mainspring.**
**6465W4295** Retail **$105.00**

**Golden Miriam "25" W:** As above, 14K white gold case.
**6466W4295** Retail **$105.00**




**Golden Dixie "25" Y: 25 jewel, solid 14K yellow gold case.** A favorite now made better than ever. Has 1/20th 10K gold-filled adjustable expansion bracelet. **Shockproof and unbreakable mainspring.**
**6421W3350** Retail **$85.00**

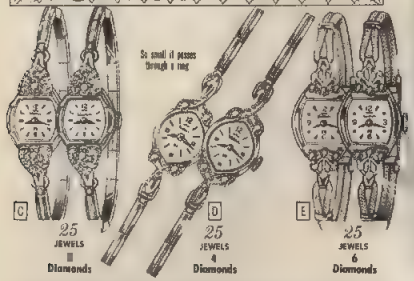
**Golden Dixie "25" W:** As above, 14K white gold case.
**6422W3350** Retail **$85.00**

# WALTHAM

TIMING AMERICA FOR OVER 100 YEARS

- GUARANTEED SHOCKPROOF
- GUARANTEED UNBREAKABLE MAINSPRING

**All Movement Parts Are**
***Lifetime Guaranteed***
Against defects or breakage . . . for as long as the watch is in use. No charge for material or labor to replace parts of movement




ADVERTISED IN **LIFE**

## Time for Teens

**C Diamond Diane "25" W: 25 jewels. 2 fiery genuine diamonds** set in lovely white rolled gold plate case. Non-corrosive back 1/20th 10K gold-filled adjustable expansion bracelet. **Shockproof.**
**6601W3295** . . . . . Retail **$82.50**

**Diamond Diane "25" Y:** As above. Yellow case and bracelet.
**6602W3295** . . . . . Retail **$82.50**

**D Diamond Collette "25" W: 25 jewels. 4 blazing genuine diamonds.** White rolled gold plate case, non-corrosive back. Gold-filled adjustable expansion bracelet. Facetted crystal. **Shockproof.**
**6603W4575** . . . . . Retail **$115.00**

**Diamond Collette "25" Y:** As above, in yellow. Champagne dial
**6604W4575** . . . . . Retail **$115.00**

**E Diamond Corona "25" W: 25 jewels. 6 sparkling genuine diamonds** set in a starburst design case of white rolled gold plate with non-corrosive back. Adjustable mesh cord bracelet. **Shockproof.**
**6450W4595** . . . . . Retail **$115.00**

**Diamond Corona "25" Y:** As above in yellow.
**6451W4595** . . . . Retail **$115.00**

**Tina Y:** Sweetly styled watch crafted with sturdy durability for the young lady. Yellow case with non-corrosive back. Matching expansion bracelet to fit her wrist. Full arabic figure dial for easy reading. 7 jewel movement is **shockproof and has unbreakable mainspring.** Gift-boxed.
**6605W1595** . . . . . Retail **$39.95**

**Tina W:** As above in white.
**6606W1595** . . . . Retail **$39.95**

**Sea Laddie W: Waterproof*** dependable watch for the active boy. Chrome top case with steel back has shorter stainless steel expansion band. Luminous hour dots and hands can be seen in the dark. Sweep second hand, 7 jewels. **Shockproof movement has unbreakable mainspring** for trouble-free service.
**6607W1385** Retail **$34.95**

**Sea Laddie Y:** As above, in yellow.
**6608W1595** . . . . . Retail **$39.95**

*Guaranteed waterproof as long as case, crown and crystal are intact.

**Retail prices include Federal Excise Tax: dealers' prices do not.**

*Self-Winding* *World's Thinnest*

**Auto Mercury "25" Y: 25 Jewel self-winding and waterproof*.** Yellow gold-finished case, non-corrosive back. Adjustable gold-filled combination expansion band. **Shockproof, unbreakable mainspring.**
6596W4100 Retail **$105.00**

**Auto Mercury "25" W:** As above, with all-steel case and band.
6597W3850 Retail **$97.50**

**Ultra-Thin Kelvin "21": The thinnest self-winding waterproof* with a sweep second hand ever made! 21 Jewels.** Simple masculine style, rich champagne dial with modern stick figures. Shiny yellow gold-finished case has non-corrosive back. Adjustable gold-filled combination expansion band. **Shockproof.**
6420W5150 Retail **$130.00**

*100 Jewel Self-Winding*

ADVERTISED IN LIFE

**A Golden Rotatron "100":** Waltham's finest watch has 100 functional jewels in its ultra-accurate, advance design movement **Waterproof*** case is all yellow 10K gold-filled, with gold-filled adjustable combination expansion band. Rich champagne dial. Built-in shock-absorbers. **Unbreakable mainspring.**
6598W6750 . Retail **$175.00**

**Rotatron Superba "100":** As above, with white dial.
6473W6750 . . . . . Retail **$175.00**

**B Sea Rotatron "100":** As above. White dial. All steel case with adjustable expansion band.
6474W5750 . . . . . Retail **$145.00**

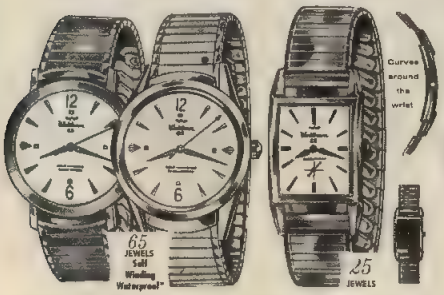
# WALTHAM

TIMING AMERICA FOR OVER 100 YEARS

Superbly crafted for outstanding durability, Waltham Watches are created and styled with the meticulous care worthy of the famous Americans who have depended on Waltham watches for accuracy throughout the years.

**Crafted in a Tradition of Quality**

- **GUARANTEED SHOCKPROOF**
- **GUARANTEED UNBREAKABLE MAINSPRING**




**Auto Jupiter "65" Y: 65 Jewels** automatically turn wrist motion into timekeeping energy. **Waterproof*** yellow gold-finished case, non-corrosive back. Adjustable gold-filled combination expansion band. Luminous hands, hour dots; sweep second hand. **Unbreakable mainspring. Shockproof.**
6445W5475 Retail **$135.00**

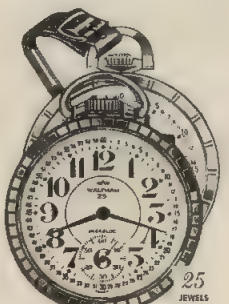
**Auto Jupiter "65" W:** As above, with all steel case and band
6599W3150. . . . Retail **$130.00**

**Gladstone "25": 25 Jewels.** Contoured to fit the curve of his wrist. Dignified case is all yellow 10K gold-filled, with gold-filled adjustable expansion band. Modern stick figure dial. **Shockproof, has unbreakable mainspring.**
6417W4250 . . . Retail **$99.50**

**Gladstone "25" B:** As above, with black dial
6416W4250 Retail **$99.50**

**Sea Scot: Waterproof*** watch made to take hard wear. All stainless steel case and adjustable combination expansion band. Sweep second hand. Luminous hands and hour dots can be read in dark. **Shockproof 17 jewel movement with unbreakable mainspring.**
6962W2325. . . . . Retail **$59.50**

**Sea Gaylord:** As above, gray dial.
6600W2325 Retail **$59.50**




**Clancy "25" Y: 25 Jewels.** Railroad type pocket watch for drivers, farmers, etc. 1/20th 10K rolled gold plated case. Black leather fob included. Has fully numbered minute track. **Shockproof with unbreakable mainspring.**
6459W3195 Retail **$80.00**

**Casey "17" W:** As above. Chrome plate top case. **17 jewel movement.**
6460W2465 Retail **$62.50**

*Guaranteed waterproof as long as case, crown and crystal are intact Retail prices include Federal Excise Tax: dealers' prices do not.

**Charlotte "25" Y:** 25 jewel dress watch at a remarkably low price. Graciously styled case is yellow gold-finished, has non-corrosive back. Adjustable expansion bracelet is 1/20th 10K gold-filled. **Shockproof movement with unbreakable mainspring.**

**6620W2675** Retail **$67.50**

**Charlotte "25" W:** As above, white.

**6621W2675** Retail **$67.50**

**Stella Y:** Delightfully styled dress watch designed to go anywhere, do anything! Gleaming yellow gold-finished case has non-corrosive back. Matching expansion bracelet. 17 jewel movement is **shockproof, has unbreakable mainspring.** Gift boxed.

**6403W1995** Retail **$49.95**

**Stella W:** As above, in white.

**6404W1995** Retail **$49.95**

**Rosita Y:** Glamorous, yellow gold-finished tear-drop shaped case with non-corrosive back. Gold-filled adjustable wide mesh bracelet. Champagne dial, facetted crystal. **Shockproof** 17 jewel movement.

**6443W3595** Retail **$90.00**

**Rosita W:** As above, in white.

**6444W3595** Retail **$90.00**

**Watchlette Bazaar "25" Y: 25 Jewels.** Alluring design bracelet, accuracy of fine watch. Yellow gold-finished case and bracelet has non-corrosive back. **Shockproof.**

**6439W3650** . Retail **$90.00**

**Watchlette Bazaar "25" W:** As above, in white.

**6440W3650** Retail **$90.00**

# WALTHAM

TIMING AMERICA FOR OVER 100 YEARS

Since 1850 Americans have relied on Waltham Watches because of their dependability and accuracy. New Walthams are better than ever . . . styled with excitingly modern design.

**All Movement Parts Are**

***Lifetime Guaranteed***

Against defects or breakage . . . for as long as the watch is in use. No charge for material or labor to replace parts of movement.

## *Opera Premier Diamond Watches*

**H Diamond Judith:** 12 sparkling diamonds—total weight, quarter carat, set in a long white rolled gold plate case. Non-corrosive back. Gold-filled mesh cord bracelet with safety chain. 17 jewels. **Shockproof movement with unbreakable mainspring.**

**6395W8895** ..... Retail **$225.00**

**J Diamond Marlene:** 18 dazzling diamonds with a total weight of half carat beautify a charming case of solid 14K white gold. Black silk cord bracelet with safety clasp and chain. 17 jewel movement is **shockproof. Unbreakable mainspring.**

**6396W17500**.....Retail **$450.00**

**K Diamond Katherine:** Brilliant splendor of 40 blazing diamonds with a total weight of a full carat. Solid 14K white gold case. Black silk cord bracelet with safety clasp and chain. 17 jewel movement. **Shockproof, unbreakable mainspring.**

**6397W29250** . . . . Retail **$750.00**

**L Royal Crest "25":** 25 jewels. 22 brilliant genuine diamonds set in a truly regal case of solid 14K white gold. Superlative design of case and luxurious profusion of diamonds make this an heirloom quality watch to be worn with pride for years to come. 10K gold-filled mesh cord bracelet is adjustable and has a safety clasp and chain. **Shockproof movement with unbreakable mainspring.**

**6452W17900**..... . Retail **$300.00**

**M Diamond Century "25":** 25 jewels. 100 fiery genuine diamonds combined in a design of supremely gorgeous elegance. Delicately graceful case and bracelet of solid 14K white gold. A magnificent watch of stunning beauty. Fine Waltham movement is as accurate as watch is lovely. **Shockproof, with unbreakable mainspring.**

**6402W34000** . Retail **$850.00**

**Retail prices include Federal Excise Tax: dealers' prices do not.**

*Waterproof* *

*Self-Winding*

**Sea Commando W:** Military type watch designed for rugged service **Waterproof*** chrome top case has stainless steel back and expansion band. Luminous hands and hour dots, sweep second hand. Full arabic numeral dial. 17 jewel **shockproof** movement, **unbreakable mainspring.**
**6435W1845** . . . . . .Retail **$47.50**

**Sea Commando Y:** As above, with yellow case and gold-filled expansion band.
**6436W2195** . . . . . Retail **$55.00**

**Lord Buckly "25": 25 jewel** dress watch with executive styling. Polished yellow gold-finished case with non-corrosive back, gold-filled expansion band. **Shockproof. Unbreakable mainspring.**
**6468W2850** Retail **$71.50**

**Lord Buckly "25" B:** As above, with black dial.
**6467W2850** Retail **$71.50**

**Sir Knight:** A favorite for men with mature taste and a sense of proper style. Has a superbly crafted, gold-finished case with a non-corrosive back. Matching gold-filled expansion band. Modern stick figure dial. Waltham 17 jewel movement is **shockproof, has unbreakable mainspring.**
**6594W2495** Retail **$62.50**

**Auto Corvair W: Self-winding waterproof*** and a great watch in every way! Shiny chrome plated case has stainless steel back and combination expansion band. Sweep-second hand, luminous hour dots and hands. 17 jewels. **Shockproof, unbreakable mainspring.** Lifetime guaranteed.
**6392W2785** . . . . . .Retail **$71.50**

**Auto Corvair Y:** As above, in yellow.
**6391W2985** . . . . . .Retail **$75.00**

# WALTHAM

TIMING AMERICA FOR OVER 100 YEARS

Since 1850 Americans have relied on Waltham Watches because of their dependability and accuracy. New Walthams are better than ever . . . styled with excitingly modern design.

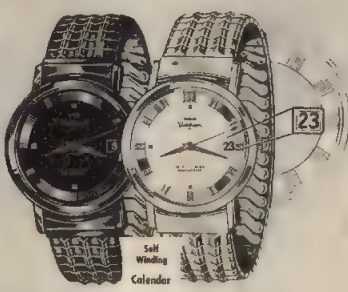
- **GUARANTEED UNBREAKABLE MAINSPRING**
- **GUARANTEED SHOCKPROOF**

**All Movement Parts Are**

***Lifetime Guaranteed***

Against defects or breakage . . . for as long as the watch is in use. No charge for material or labor to replace parts of movement

ADVERTISED IN **LIFE**



**Sea Baxter "25": 25 jewel waterproof*** dress watch at an amazingly low price. Has trim yadow gold-finished case with stainless steel back. Gold-filled combination expansion band. Sweep second hand. Luminous hour dots and hands. **Shockproof, with unbreakable mainspring.** Lifetime guaranteed.
**6410W2950** Retail **$75.00**

**Sea Caravan "25":** As above, all stainless steel case and matching expansion band.
**6411W2795** . . . . . Retail **$71.50**

**Auto Guardian Y: Self-winding calendar** watch tells time and date automatically. **Waterproof*** yellow gold-finished case with non-corrosive back. Adjustable gold filled combination expansion band. Sweep second hand, luminous hour dots and hands. Black dial. 17 jewels
**6427W3675** . . . Retail **$92.50**

**Auto Guardian W:** As above, in white With white dial.
**6428W3575** Retail **$90.00**

**Skindiver: Guaranteed waterproof* to depths of 25 fathoms.** Especially designed for skindiving, but very useful for all sports. The outer rim turns to indicate elapsed time of dive. All stainless steel case with black waterproof strap. Dial has large luminous figures, sweep second hand. Dependable 17 jewel **shockproof movement has unbreakable mainspring.** Gift boxed.
**6595W3895** . . . . . .Retail **$97.50**

*Guaranteed waterproof as long as case, crown and crystal are intact.

Retail prices include Federal Excise Tax: dealers' prices do not.

## Waterproof* Executive Series

**Sea Commando Y: Waterproof*** military type dress watch is ideal for men who give a watch lots of hard wear. Yellow gold-finished case has non-corrosive back. 1/20th 10K gold-filled expansion band Sweep second hand for split second timing. Luminous hands and hour dots. 17 jewel movement is **shockproof.**

6436W2195 ..... Retail $55.00

**Sea Commando W:** As above with chrome top case, stainless back and band.

6435W1845 ..... Retail $47.50

**Diamond Rhodes W:** An elegant watch for the distinguished gentleman. Handsome dial is set with 4 **genuine diamonds** and sophisticated stick figures. **Waterproof*** gleaming white case has stainless steel back. Stainless steel adjustable expansion band. Reliable 17 jewel movement is **shockproof** and has an **unbreakable mainspring.**

6469W3995 ..... Retail $100.00

**Diamond Rhodes Y:** As above, with yellow gold-finished case, gold-filled band.

6470W4195 ..... Retail $103.00

**Golden Houston "25": 25 Jewels, solid 14K yellow gold case** with distinguished super-slim styling. Truly a fine watch for the man who has arrived at success. Elegant textured dial with modern stick figures. Matching gold-filled adjustable combination expansion band Accurate movement is **shockproof and has an unbreakable mainspring.**

6453W5350 ..... Retail $135.00

**Golden Houston "25" B:** As above. Solid 14K yellow gold case, with black dial.

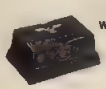
6454W5350 ..... Retail $135.00

# WALTHAM

TIMING AMERICA FOR OVER 100 YEARS

ADVERTISED IN **LIFE**

- GUARANTEED SHOCKPROOF
- GUARANTEED UNBREAKABLE MAINSPRING



EACH WATCH IS GIFT BOXED

**All Movement Parts Are**

***Lifetime Guaranteed***

Against defects or breakage . . . for as long as the watch is in use. No charge for material or labor to replace parts of movement.

## Ultra thin Executive Series Calendar Watch

**Ultra-Thin Exeter Y:** Super-slim dress watch designed for the man who appreciates the quiet elegance of smart style. Brilliant yellow gold-finished case has a non-corrosive back. Combination adjustable expansion band is 1/20th 10K gold-filled with florentine finish. Modern skip figure dial. 17 jewel movement is **shockproof and has an unbreakable mainspring.**

6408W2693 ..... Retail $67.50

**Ultra-Thin Exeter W:** As above, in white.

6409W2575 ..... Retail $64.50

**Ultra-Thin Argyle "25" Y: 25 jewels.** So smart, so slim, so handsome on his wrist. Superbly simple yellow gold-finished case has a non-corrosive back. Rich looking champagne dial with elegant stick figures. Matching adjustable combination expansion band is 1/20th 10K gold-filled. 25 jewel movement is **shockproof and has an unbreakable mainspring.** Presentation boxed.

6471W3300 ..... Retail $82.50

**Ultra-Thin Argyle "25" W:** As above, in white.

6472W3125 ..... Retail $80.00

**Avalon Y: Waterproof* calendar watch** tells time of the day and day of the month at a single glance. Great convenience for the busy man! Attractive yellow gold-finished case has non-corrosive back, 1/20th 10K gold-filled adjustable expansion band. Sweep second hand, luminous hour dots and hands can be seen in the dark. 17 jewels. **Shockproof, unbreakable mainspring.**

6618W2645 ..... Retail $67.50

**Avalon W:** As above, in white.

6619W2450 ..... Retail $62.50

*Guaranteed waterproof as long as case, crown and crystal are intact.

Retail prices include Federal Excise Tax: dealers' prices do not.

## make perfect playmates

*Tiny Chatty Baby talks—says 11 different things*

[E] Complete Set 9.99

*Pull the Chatty-Ring*—Chatty Cathy says 18 different phrases

[J]

MATTEL, INC. TOYMAKERS

[L] Set 4.77

1 pc. nursery set for Tiny Chatty Baby

[N] 4.99

Doll not included

*Just change the record*

Charmin' Chatty says 216 different phrases in English and 6 foreign languages

CHARMIN' CHATTY travels 'round the world complete travel outfit included, also 9 Chatty records

[K] Set 19.99

## Charmin' Chatty and "let's play" sets

[N] 2.44

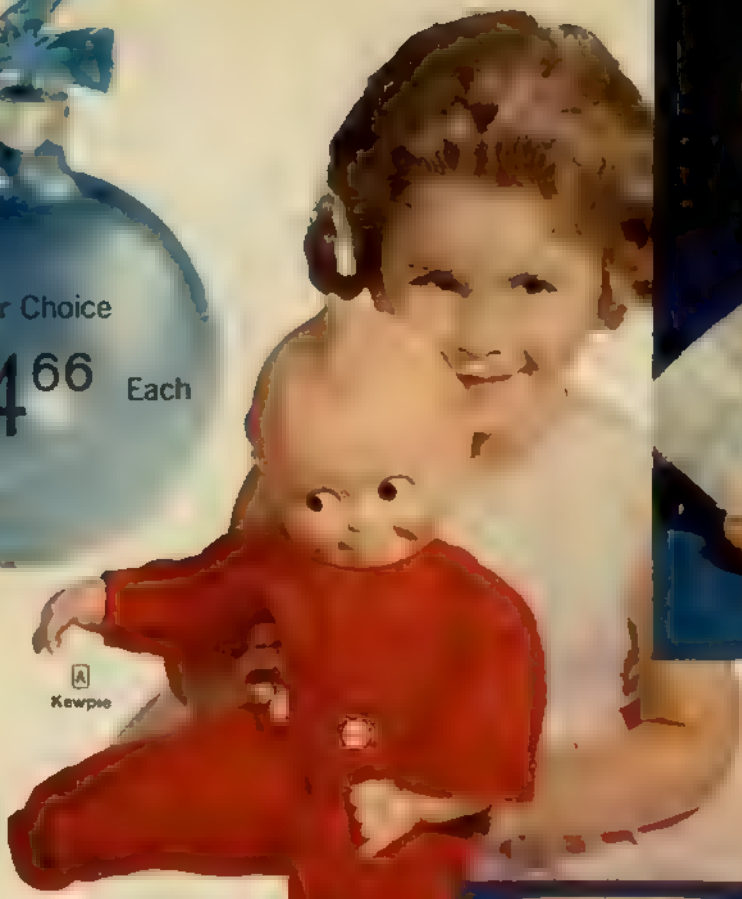
Get a Chatty record with each "Let's Play" game

[M] 2.44

[L] 1.66

Your Choice

Only 4.66 Each



A
Kewpie

B

D
Drink-wet doll
complete with layette

# winsome Wonderful Dolls

*little girls love their heart-winning ways*

**A SMILING KEWPIE DOLL.** Her impish little smile and sparkling eyes will warm the heart of any little girl. Tiny Kewpie has an all-vinyl body with fully jointed arms and legs. Arms have full swivel-joint to the body. Her sweet Kewpie face is flesh-colored with brightly painted blue eyes, molded hair. Little imp, 19 in. tall, dressed in bright red cotton-flannel pajamas sure to delight youngsters.
X 921-2929 A—Shpg. wt. 3 lbs. 6 oz. ... 4.66

**B SNUGGLE SOFTEE "MAMA" DOLL.** Looks just like a real baby—says "mama" when turned on her tummy and back again. "Little mother" will be delighted to have this baby for her very own. She has soft rooted blond hair in a cute pixie style, deep-set sleeping eyes. Made of soft polyethylene with chubby arms and legs. A full 17 in. tall—she is dressed in a lovely organdy dress daintily lace-trimmed. Matching bonnet, diaper, and bootees.
X 921-0527 A—Shpg. wt. 2 lbs. ..... 4.66

**C NEW "MELANIE" DOLL.** For hours of playtime fun—it's Melanie, the new character head doll with running knock kneed legs and outstretched character hands and arms. Sweet little Melanie is just 18 in. tall with polyethylene body and legs, soft vinyl plastic head and arms. Jointed arms and legs, soft rooted hair with "bangs." She's all dressed up, too, in a pretty polished cotton polka-dot dress with nylon pinafore and lace trim, panties, shoes, and socks, matching polka-dot and nylon bonnet. Gift-boxed.
X 921-0493 A—Shpg. wt. 2 lbs. ..... 4.66

**D DRINK WET DOLL WITH LAYETTE.** She sheds tears, drinks from the bottle, wets just like a real baby. Comes complete with her own layette. This lovable little doll is just 11 in. high, made of soft vinyl plastic with fully-jointed arms and legs, moving eyes, soft rooted curly hair. Various hair colors. Sorry, no color choice. Baby is dressed in fine shantung coat, hat, scarf, knit panties, socks, and bootees. With this layette: bunting-jacket, diaper, flannel snowsuit, pajamas, taffeta dress, and hat, three powder puffs with bows, soap sponge, wash cloth, and rattle.
X 921-0535 A—Shpg. wt. 1 lb. ..... 4.66

**E PIGTAIL TODDLER.** A perfect little pigtailed playmate for the "little miss." Little girls will spend hours playing with her, telling her secrets, or re-doing her pretty pigtails. This darling toddler is 19 in. tall, with poly body and legs, vinyl plastic head and arms. Fully jointed arms and legs, moving eyes, and rooted pigtails. She looks so pretty in a cotton print percale dress with white nylon pinafore, panties, shoes, socks, ribbon bows. A sweet little playmate for a dear girl.
X 921-0501 A—Shpg. wt. 2 lbs. ..... 3.67

**G SWEET TODDLER DOLL.** A lovable toddler. She's all dressed up to go shopping, visiting, or just strolling in her pretty blouse, red slacks, coat and hat, knit socks, and cute plastic shoes. 19 in. tall, with rooted ponytail-styled hair, soft polyethylene body and legs, vinyl plastic head and arms—arms and legs are fully jointed. Her sparkling eyes open and close. A perfect gift idea for any little girl.
X 921-0543 A—Shpg. wt. 1 lb. 8 oz. ... 4.77

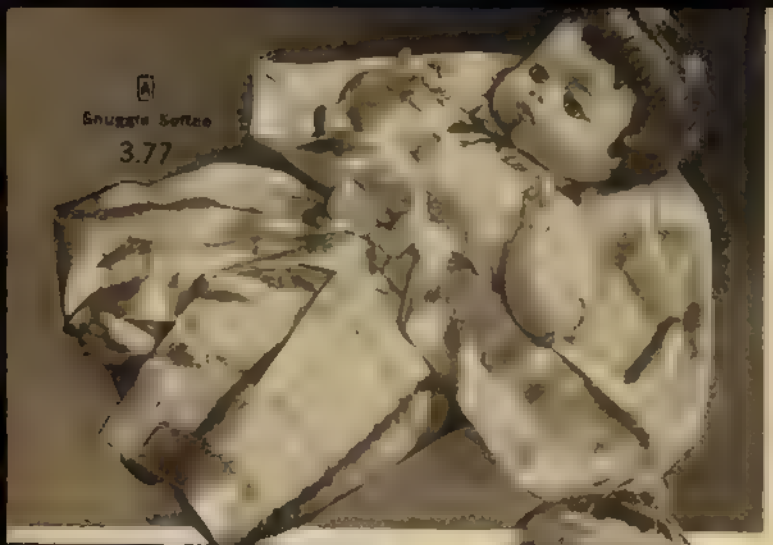
**H "YUMMY KISS" DOLL.** The dearest doll ever, and quite irresistible. She acts like a real little girl—just squeeze her tummy and she puckers up for a sweet "Yummy Kiss." Imagine a doll doing that! What a delight. Made of soft vinyl plastic with sparkling moving eyes, moving arms and legs, soft rooted hair tied with a lustrous ribbon bow. Dressed in a cute romper of tiny-checked cotton gingham, trimmed with lace. 12 in. high. Made to be loved.
X 921-0550 A—Wt. 1 lb. 4 oz. ..... 2.77

**J TINY TODDLER DOLL.** This tiny toddler is sure to enchant every little girl on your gift list. She's only 11 in. tall, made of all vinyl plastic with fully jointed arms and legs, moving eyes and soft rooted hair. She's prettily attired in a blue cotton dress with gaily striped bloomers, shoes and socks—has a brightly-colored ribbon. A welcome addition to any doll family.
X 921-0485 A—Shpg. wt. 1 lb. ..... 2.77

**K WALKING TODDLER.** So lifelike, she's almost a real playmate, just hold her hand and she goes walking with you. Ready to go for a stroll anytime, anywhere. A big 23 in. tall, she has a vinyl plastic head and arms, polyethylene body and legs. Her character face is so appealing, her rooted hair is tied with a lustrous bow. Jointed arms and legs make her a really active playmate. Her flock-dotted nylon organdy dress is lace-trimmed. She also wears a slip, panties, shoes, socks and carries her own "bubbly" bottle. This doll wants to be adopted by a sweet little girl.
X 921-0519 A—Shpg. wt. 3 lbs. ..... 5.44

Enjoy the time-saving convenience of Penneys catalog-shopping. Marvel at its armchair ease, its reliability of quality, its assurance of satisfaction.

Enjoy using this catalog all year 'round—toys available till Sept. 21, 1964



# a dream "wardrobe" of Dolls

[A] **"SNUGGLE SOFTEE" DOLL.** By Horsman. So soft and lifelike in vinyl-plastic—her chubby arms and legs look like a real baby's. Rooted brown Saran hair in cute pixie-cut, eyes that close—even makes "baby" sounds. 17 in. tall—wears bed-jacket, diaper, booties. In plaid receiving blanket with rayon satin trim and bow.
X 921-0386 A—Shpg. wt. 2 lbs. 4 oz. . . . . 3.77

[B] **OFFICIAL BROWNIE SCOUT DOLL.** By Effanbee. Freckled face little Brownie is 15 in. tall—all vinyl-plastic with fully jointed arms and legs, moving eyes and brown rooted Saran hair. Wears uniform and panties made of the very same material used by the Girl Scouts of America, brown felt beanie, shoes, socks, and belt.
X 921-0477 A—Shpg. wt. 1 lb. 6 oz. . . . . 5.97

[C] **CHARMING "RUTHIE" DOLL.** By Horsman. 20 in. tall—all vinyl plastic with turning head, fully jointed arms and legs. Closing eyes with long lashes—brown rooted Saran hair in "curly tie-back" style. So realistic—even to clearly defined knuckles and nails on her dainty hands and feet. Wears cotton flannel sweater and simulated corduroy skirt with panties, stockings, and shoes.
X 921-0402 A—Shpg. wt. 2 lbs. 12 oz. . . . . 4.87

[D] **CUDDLY "FLOPSIE" DOLL.** Such a wonderful doll—by Horsman! Soft, almost weightless—ideal to snuggle with. Vinyl-plastic head with rooted hair in "wispy baby" style. Cute painted baby face. Chubby all-cotton body in pretty printed cotton flannel pajamas. 16 in. high—in see-through acetate carrier with handle.
X 921-0410 A—Shpg. wt. 1 lb. 8 oz. . . . . 3.47

[E] **TWO LOVABLE DOLLS WITH ROCKING BASSINET.** By Effanbee. A precious "sister-outfit." 10-in. Tiny Tubber drinks from her bottle, wets like a real baby—wears printed cotton-flanne. pajamas. 14-in. "big sister" Mary Jane watches over cradle in matching pajamas, scuffs. Dolls are vinyl-plastic, fully jointed, with soft rooted Saran hair. Plastic rocking bassinet—16 x 12½ x 9 in. high with lace-trim dotted cotton batiste covering and pillow.
X 921-0451 A—Shpg. wt. 4 lbs. . . . . Set 12.99

[G] **"TINY TEARS" WITH LAYETTE.** A sweet, dear little doll that cries real tears. Washable vinyl-plastic with soft blond rooted pix e hair. Her eyes close, cry real tears. She drinks and wets, blows bubbles. Wears 3-piece knitted outfit—layette includes party dress, panties, shoes, socks, bottle, pacifier, bubble pipe. 17 in. high.
X 921-0352 A—Shpg. wt. 2 lbs. 4 oz. . . . . Set 8.97

[H] **"TEENY TINY TEARS" WITH TRAVELING TRUNK.** A precious miniature of Tiny Tears—only 12 in. high. She cries real tears, drinks and wets, blows bubbles—even takes a bath. Vinyl-plastic with rooted blond pixie hair, sweet baby face with eyes that close. Wears dainttily trimmed dress and panties, booties with rayon satin bows. In traveling trunk—with lace-trim "Baby Doll" pajamas, appliqued felt jumper, knit shirt, bottle, bubble pipe, pacifier.
X 921-0378 A—Shpg. wt. 2 lbs. 6 oz. . . . . Set 7.88

Same, but without traveling trunk. Includes Teeny Tiny Tears in pastel dress and diaper—with bottle, bubble pipe, and pacifier.
X 921-0360 A—Shpg. wt. 1 lb. 4 oz. . . . . Doll only, 4.22

[J] **IDEAL'S "TINY KISSY" DOLL.** Just as lovable as her big sister, Kissy. Tiny Kissy puckers-up and gives you a sweet little kiss each time you squeeze her arms together. Soft polyethylene with sleeping eyes and blond rooted Saran hair. Wears crisp red-and-white dress and panties with starched white trim. 16 in. high.
X 921-0436 A—Shpg. wt. 3 lbs. . . . . 7.99

[K] **HORSMAN'S "THIRSTEE CRY-BABY" DOLL.** Nationally advertised on TV. So realistic that when she's hungry she cries—gurgles happily when she's fed. Just push the button on her back to start the magic record—then give baby her "Carnation" disappearing-milk bottle and she stops crying. Life-size, 23 in. long—soft polyethylene with chubby arms and legs like real baby, dainty wisps of rooted "pixie" hair. Wears knit shirt and rubber panties—wrapped in blanket. Uses one "D" flashlight battery (not incl.)
X 921-0428 A—Shpg. wt. 5 lbs. . . . . 12.88

[L] **BABY "CARRIE CRIES" DOLL.** Baby cries until "little mother" comforts her, feeds her the "bubbly" bottle, puts thumb in mouth or turns her on side. Lifelike polyethylene, soft rooted Saran hair, eyes that close. 20 in. high—wears footed knit pajamas, is wrapped in bow-tied blanket. Uses 2 "C" batteries (not incl.).
X 921-0444 A—Shpg. wt. 3 lbs. 4 oz. . . . . 9.88

Save this catalog—use it to order toys now—and till Sept. 21, 1964

A 4.88

B 5.84

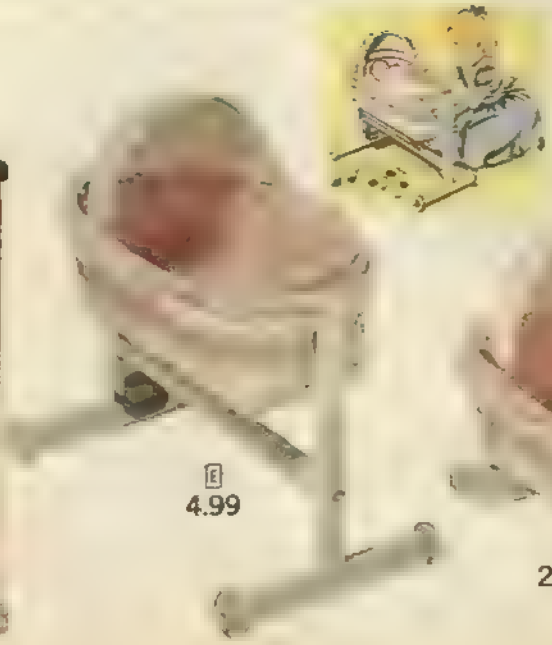
C 5.84

it's a

# Doll's World!

*Traditional or Early American-style, quality-constructed furniture to delight both dolly and her "little mother"*

D 6.57



E 4.99

G 2.77

# "Living Dolls" love real nursery care

**A DOLL CRIB.** A most regal crib for dolly. Sturdy all-hardwood frame with handsome natural varnish finish. Pastel pink colored head and footboards with charming screen printed designs. Gaily printed cotton-covered padded mattress and bumper. One drop side. Easy rolling casters. 26 x 15 x 20 in. high.
X 921-0691 A—Shpg. wt. 13 lbs..... 4.88

**B DOLL HIGH CHAIR.** Charming Early American-inspired high chair. Maple-finished hard wood frame. Padded seat and removable pillow back covered in delightful provincial print. Lift-up tray, shaped foot rest. Gracefully turned arms and backposts. 12 x 13 x 28 in. high. Semi-maticble—see page 81
X 921-0717 A—Shpg. wt. 7 lbs..... 5.84

**C DOLL CRADLE.** Add a touch of Early American charm to dolly's nursery. Durable hardwood cradle with maple finish matches high chair [B. Panel headboard, cowl, side and foot rails, turned corner posts. Masonite bottom, steam bent rockers. Softly padded mattress and pillow covered with provincial-print cotton. 26 x 14 x 18 in. high.
X 921-0709 A—Shpg. wt. 9 lbs.....5.84

**D DELUXE DOLL CRIB.** Dolly will slumber like a fairytale princess. Sturdy hardwood frame, Salem maple finish. White finished head and foot panels. Spindle side rails, one drop side. Plastic teething rails. Padded mattress and bumper covered with provincial print cotton. 4 easy-roll caster wheels. 28 x 16 x 20 in. high.
X 921-0683 A—Shpg. wt. 13 lbs. .....6.57

**E MUSICAL DOLL CRADLE.** Rock dolly to sleep with a gentle lullaby. White woven fiber cradle lined in pink plastic. Plastic lace trims cradle and removable hood. Plastic rollers for easy mobility. Wind-up music box (attached) plays as cradle rocks. 16 x 10 x 18 in. high.
X 921-0733 A—Shpg. wt. 3 lbs. 4 oz..... 4.99

**G DOLL CRADLE.** Traditional-style cradle of woven fiber in delicate tones of pink and white. Plastic-lined cradle with removable hood. Cradle and hood trimmed with plastic lace. Wood rockers. 16 x 9 x 14 in. high.
X 921-0725 A—Shpg. wt. 2 lbs. 8 oz..... 2.77

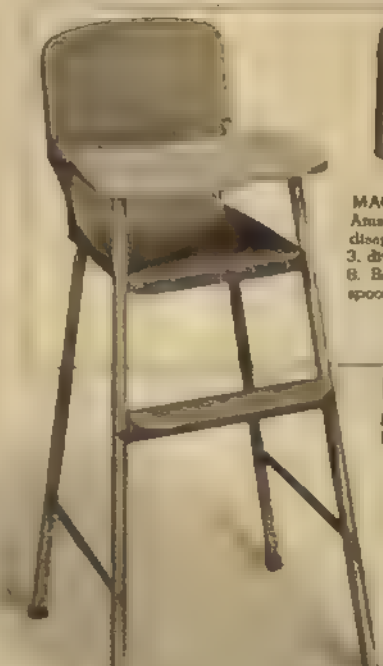
**H 16-IN. DRINK-WET DOLL.** Soft, lovable bundle with jointed, lifelike vinyl plastic body. She drinks from her own bottle, wets too. Her eyes open and close. Softly styled rooted Saran hair. She wears a pink nylon party dress frosted with lace; panties, and booties.
X 921-0774 A—Shpg. wt. 1 lb. 7 oz.....3.77

**J 20-IN. DRINK-WET DOLL.** Baby doll of vinyl and polyethylene will capture a little mommy's heart and attentions. She drinks from her own bottle and wets, too. Her rooted Saran hair is cut like a baby's. Her eyes open and close. She is dressed for a party in a delicately embroidered nylon dress, diaper, rayon taffeta slip, shoes, socks.
X 921-0766 A—Shpg. wt. 2 lbs. 10 oz. ...4.83

**K DOLL HIGH CHAIR.** Feed dolly from the magic bottle feeding set (included) as she sits in her own high chair. All-steel construction, semi-tubular frame, sliding feeding tray. Pink and white baked enamel finish. Semi-mailable—see page 81
X 921-0741 A—28 in. high. 4 lbs. 8 oz. 3.87

**L TRIMBLE DOLL BATH.** See complete features at right. Exclusive circulating shower actually sprays water (manually operated). Folding doll bath has adjustable back-splash and dressing table. Frame of heavy gauge tubular steel, baked enamel finish. Leak-proof vinyl plastic tub. Vinyl tipped legs. Accessory pockets. 14 x 22 x 24 in. high.
X 921-0758 A—Shpg. wt. 5 lbs. .....3.77

Buy toys for your child now, there's no down payment with Credit Command—see page 79 for details.



**MAGIC FEEDING SET.** Comes with high chair [K]. Contains: 1. Amsco Pet Milk magic bottle in junior size—fill it to dolly's lips, "milk" disappears—refills itself when you hold it upright; 2. bottle warmer; 3. divided feeding dish; 4. spoon; 5. half "orange"; 6. juicer; 7. strainer; 8. Beech-Nut Cereal box (empty); 9. cup; 10. funnel; 11. measuring spoon. Feeding implements of plastic.

**K 3.87**
Includes Magic Feeding Set above

- Comes fully assembled.
- Durable all-steel frame.
- Sturdy, leakproof vinyl tub.
- Handy metal accessory tray.
- Drop-flap accessory pockets.
- Shower recirculates as sprays.
- Back-splash flips back.
- Dressing table flips back.
- Stands a big two feet high.

YACHTS

SEA SKIFFS

COLOR COORDINATED INTERIORS

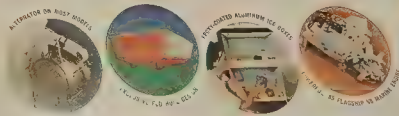
FLAGSHIPS

# TO EACH... HIS OWENS

You'll be amazed at what's happened to Owens for 1963! Introducing a completely new line of inboard cruisers with consumer-oriented design that outmodes all previous concepts of boating pleasure. There's an Owens designed to suit every boatman's needs ... for cruising, fishing, entertaining. Owens' exclusive FLD* hull provides you with a craft that has greater strength, increased buoyancy, softer ride and increased seaworthiness. The '63 line features top quality materials ... more of the finest woods ... luxury fittings throughout ... new satin-smooth finishes to safeguard your investment for years with minimum maintenance. In 1963 Owens has a cruiser just right for you. Select it today at your local Owens dealer.

*FLD MEANS FULL-LENGTH DIAGONAL VEE FROM BOW TO STERN FOR MORE SEAWORTHY PERFORMANCE, AT HIGH SPEEDS IN OPEN WATER

DELUXE FEATURES STANDARD ON OWENS MODELS




A COMPLETE LINE OF INBOARDS TO 40

OWENS YACHT DIVISION

Brunswick CORPORATION

BALTIMORE 22, MARYLAND

# BUY NOW...PLAY LATER!

The Buy Now value flags are flying. Your Owens dealer is ready to give you his best deal on a brand new 1965 OWENS inboard cruiser. He has the model you want at a price tailored to fit your budget. Don't wait for spring! Buy now during the month of January and receive a portable SONY TV or a portable SONY Radio as your extra value gift at no extra cost. But you must act now.

**YOURS at no extra cost**

When you buy a 28 ft., 30 ft., 35 ft. or 40 ft. OWENS during January
SONY Portable Micro TV

The revolutionary new all transistorized world's smallest TV—weighs only 8 pounds. Battery or AC powered. Take it aboard your new OWENS, plays anywhere. "New Dimension" picture—brightest clearest ever. Complete with leather carrying case, ready to plug in. Mfrs. list price $242.95.

at no extra cost

When you buy a 28 ft., 30 ft., 35 ft. or 40 ft. OWENS during January
SONY Portable Micro TV
Transistor Radio
9 transistors with single loop antenna. Covers 3-9 and 9-24 mc bands, complete with batteries and earphone. Mfrs. list price $99.95

OWENS YACHT DIVISION
Brunswick CORPORATION
BALTIMORE 22, MARYLAND

37' Constellation sleeps 6, has private forward stateroom. Twin V8 engines. From $21,395. (Command Bridge is optional extra, also available on 30' and 34' Constellations.)

# 1963 Chris-Craft® The finest pleasure boats afloat

All-new for 1963! That's the brilliant Chris-Craft Fleet of sport boats, cruisers and yachts now at your dealer's. From 16 to 65 feet these boats are planked Philippine Mahogany with double bottoms. There are models in new sizes . . . with beamy hulls, plenty of headroom, roomy cabin layouts — and with brand-new features to improve performance, lessen maintenance, and provide more comfort aboard. Visit your dealer now to see this new fleet for yourself. For literature, write Chris-Craft Corporation, Pompano Beach, Florida

57' Constellation provides extended cruising for 12 persons. Two double staterooms and two lavatories aft; stateroom and lavatory forward. Spacious main salon. Twin engine options including diesels. From $71,100. (Bow rails standard on this model.)

Luxury Motor Yachts of 60 and 65 feet are also offered for 1963.

Luxury interiors from 27' to 65' offer natural-wood paneling, carpeting, draperies, and headlining as standard equipment.

New 34' Sedan has large deck house, private stateroom. Sleeps 6. twin V8's. From $21,945.

30' Constellation sleeps 6. twin V8 power. From $13,755. Hardtop optional.

Classic 42' Constellation has 3 cabins, sleeps 8. Twin engines, diesels available. From $35,890.

27' Constellation is a luxury cruiser with accommodations for 4. From $8760.

*Chris-Craft - World's largest builder of motor boats*

(Cockpit chairs and bow rails are extra. FOB prices and specifications subject to change.)

New 28' Sportsman seats 7; choice of single or twin V8's. From $5050. May be equipped with berths, toilet, hardtop, and fishing bridge.

# Luxury in a super-seaworthy hull...

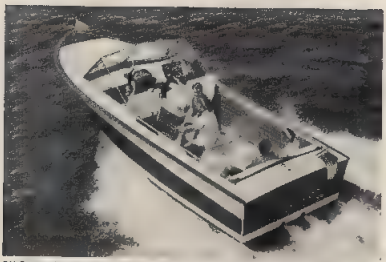
New 34' Corinthian with private forward stateroom is ideal for long cruises. Sleeps 6. Twin V8 engines. From $15,405. Available with fishing bridge.

(Seats, bridges and adders shown are optional at extra cost. FOB prices and specifications subject to change.)

Custom Corinthians have walnut finish paneling, carpeting, headlining, draperies.

31' Sport Fisherman sleeps 4, has toilet, galley and dinette. Twin V8's. $13,924.

# 1963 SEA SKIFF



24' Ranger has luxury throughout. V8 power. From $5150. Berths and toilet optional.

27' Express Cruiser sleeps 4, luxurious cabin. Single or twin v8 engines. From $7295.

38' Custom Corinthian sleeps 6. Twin V8's. From $19,455. Fishing bridge optional.

Rough-water boats as a rule were "rough" in appearance until Corinthians and Sportsmen came along! Now Chris-Craft's famous round-bilge, full-lapstrake Sea Skiffs offer unsurpassed comfort and luxury. And the new Corinthians are the most elegant ever. The 1963 Sea Skiff Fleet, newly styled inside and out, features Corinthian Cruisers in lengths of 27, 31, 34 and 38 feet, and Sportsmen open models in lengths of 19, 21, 24 and 28 feet. See your dealer now, or write for free literature. Sea Skiff Division, Chris-Craft Corporation, Pompano Beach, Florida.

*World's largest builder of motor boats*

®Chris-Craft

New 26' Futura sleeps 4, has complete galley, dinette, private lavatory. Full paneling, headlining, and carpeting. V8 power $5795, $110 mo. (slightly higher in West).

# 1963 CAVALIER® The value fleet!

Cavalier, the fleet that makes it possible for practically everyone to enjoy luxurious living afloat, presents eight new high-spirited, high-style, and high-quality pleasure boats for 1963! There are three new sport boats, four family cruisers, and an elegant double-stateroom yacht . . . and each one bears a remarkably low price. The new models are at your dealer's. Stop in and see them now . . . and take the family! For free literature, write to Cavalier Division, Chris-Craft Corporation, Pompano Beach, Florida.

35' Yacht has private staterooms fore and aft, two lavatories, complete cruising accommodations for 6. Twin V8 engines, with hydraulic clutches. $19,895.

Seats, bowrails, hardtops, optional at extra cost. (FOB prices and specifications subject to change.)

16' Custom Ski Boat delivers thrilling V8 speeds. Foam-cushioned seats for 6. Vinyl-covered decks. Only $2995, $70 mo. A new 19' Golden Arrow sport boat is also offered, with either inboard V8 or Transdrive (inboard-outboard) propulsion. All three models are trailerable!

Value packed 24' Fiesta has one of the lowest price tags ever on a 4 sleeper. Full galley, dinette, lavatory. V8 engine. Trailerable too! $4995, $89 mo.

Luxurious new 28' Futura sleeps 4; has complete galley, dinette, lavatory. Full carpeting and headlining. $6995. $129 mo. Hard tops available on 26, 28 and 31-ft. models. (fishing bridge also available on 31-ft. Futura.)

®Chris-Craft
*World's largest builder of motor boats*

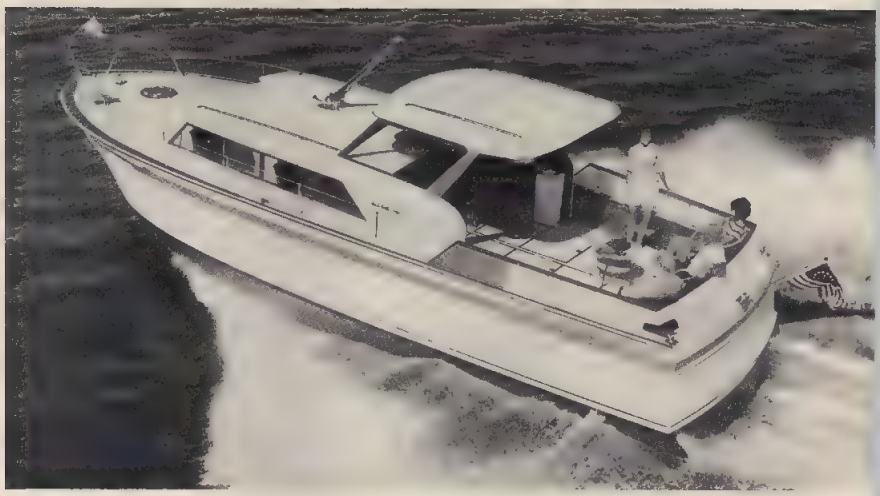
New aluminum hulled 27' Custom Comet has 6' 3" headroom, fully equipped galley, lavatory, dinette, and V berths. Sleeps 4. Full carpeting, natural-wood paneling, draperies. Unusually safe, dry riding, easy on gas. Single or twin 185-hp V8 engines. From $11,580. (The Silver Comet, with less custom equipment, is available from $10,890.)

# 1963 ROAMER® YACHTS *Styled in steel and aluminum*

Hard to decide which yacht to buy? Look at Roamer and your decision will be easy. Because Roamer Yachts have imaginative design, quality, and great performance *plus* the added benefits of sturdy steel or aluminum hulls. Roamer hulls offer longer life with less maintenance, and all models have electronic Capac automatic corrosion eliminator as standard equipment. The smartly styled 1963 Roamer Yachts are offered in lengths of 27, 32, 36, 38, 44, and 56-feet. Visit your Chris-Craft Roamer dealer soon. For literature, write Roamer Division, Chris-Craft Corporation, Pompano Beach, Florida.

Unique new 38' Offshore (steel) has enclosed pilothouse forward, twin V8's with V Drives astern. Private stateroom and lavatory forward, large main cabin aft. Sleeps 6. $31,340.

36' Riviera (steel or aluminum) sleeps 6. Twin screw (diesels available) From $21,890. Lower-priced Express model also available



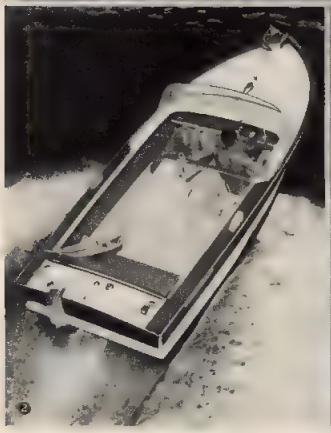
44' Riviera (steel) has large main salon, spacious owner's stateroom with lavatory, aft. Sleeps 8. Gasoline or diesel power. Prices start at $46,950

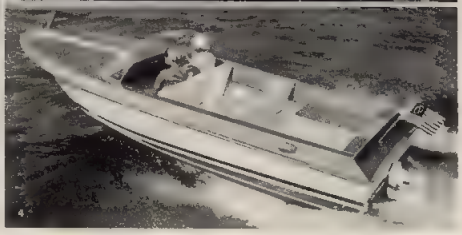
Majestic 56' Motor Yacht features two double staterooms aft with adjoining lavatories, private stateroom and adjoining lavatory forward. Sleeping capacity is ten. Diesel power. Aluminum or steel, latter starts at $82,605.

*World's largest builder of motor boats* Chris-Craft®

(Deck chairs on all models, and bow and side rails on 27' Custom Comet are optional extras. FOB prices and specifications subject to change.)

① Chris Craft 20' Holiday has raked bow, unmatched luxury. Foam seats for six. 185 or 275-hp V8. From $4830. ② Chris Craft 17' Custom Sk. Boat seats 6, fully paneled. 185-hp V8 engine. $3895. ③ Sea Skiff 21' Sportsman seats 5, has paneled cockpit, vinyl decks, ventilating windshield. V8 power. $3845. ④ Cavalier 19' Golden Arrow Transdrive (powered by 185 hp V8) combines advantages of inboard and outboard power. All seat backs except helmsman's fold down to make a wide sun lounge. $4395. Many other models available.



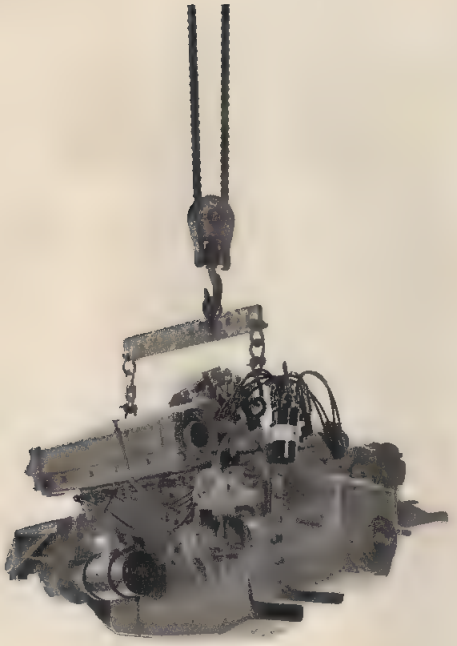


# Winners from the word GO!

This is just part of the 14 models in Chris-Craft's superb fleet of quality sport boats for 1963, and a bumper crop it is! Never before has any manufacturer offered so wide a choice. There are sizes from 16 to 28 feet. Propulsion choices include inboard V8, jet, and Transdrive. You can select a hull of solid Philippine mahogany, marine-grade mahogany plywood, or round-bilge, full-lapstrake construction. And every model is a stylish, spirited, performer. See these dynamic new models at your Chris-Craft, Sea Skiff, and Cavalier dealers' now. For literature, write Sport Boat Division, Chris-Craft Corporation, Pompano Beach, Florida.

*World's largest builder of motor boats* ® Chris★Craft

Cavalier, Sea Skiff, Roamer, and Chris-Craft Divisions



**"Easy now, lower away..."** You're in good company when you lower Chris-Craft's Model 283 into your engine room. Over twenty-six thousand of these 185-hp V8's power boats all over the world. And the reason for such popularity can be told in two words: *rugged dependability*. Model 283 is a true, high-performance marine engine, specially engineered and built of heavy-duty parts that can stand up to the punishment marine engines often take. And it does its best work on regular-grade gas (leaded 92 octane). Service is available throughout the free world, and there are over 750 dealer service departments in the United States alone. Most of them stock parts for engines up to 20 years old, which means that you've no worries about your power plant becoming obsolete. Model 283 is available with manual or hydraulic reverse gears. See them both at your dealer's. For complete information, write Marine Engine Division, Chris-Craft Corporation, Pompano Beach, Florida; Subsidiary Chris-Craft Industries.

Chris-Craft
MARINE ENGINES

New 20' Luxury Skiff. Lounge, helmsman seats. Cockpit rails. Easy-care vinyl floor. Transdrive unit.

# Which Thompson is your type?

## *Traditional or Luxury Styled*

New 20' Luxury Cruisette. Designed for comfort, handling and trailering ease.

Thompson gives nautical families exactly what they want in a boat. *New Luxury Fleet.* Crisp, custom design — high-styled gray hulls — white vinyl decks, interiors — and red deep-cushioned lounge seats. *New Traditional Series* retains the familiar sea-going white hulls — varnished decks — salty windshields. And they're pleasantly priced.

Either way Thompson's proven lapstrake wood hull means a confident, comfortable ride — higher resale value. Like your action Luxury or Traditional? See your dealer or write Thompson Boat Co., Inc., Cortland, N.Y., for a color brochure.

Thompson
Subsidiary of
Chris-Craft

New 16' Traditional Runabout. For skiing and fast, fun speeds. Many extras, extra-fair price.

New 17' Luxury Skiff. Helmsman, lounge, stern seats. Vented windshield.

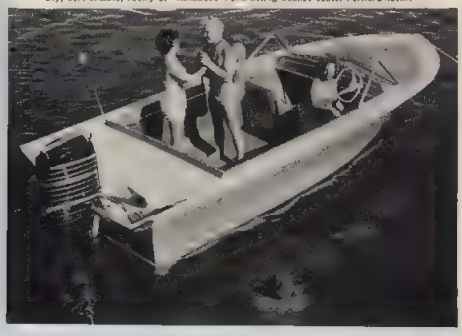
# IT'S TRUE! IT'S NEW! IT'S Corsair

New 17' Sunlounger (above). Fold-out seating. Cockpit paneling. Transdrive power.

When Chris-Craft, the world's largest builder of motor boats, puts its marine mind to building a safer, more serviceable and comfortable fiberglass boat — you would expect something extra. It's the new trim, tailored Corsair — brand new from its bottom up. A superior reinforced sandwich-type hull provides outstanding flotation characteristics — and a smooth, sure ride on deep-foam sun-lounger seats.

New 15' Runabout. Speedy ski boat. Takes big loads and big power.

Dry, comfortable, roomy 17' Runabout. Form-fitting bucket seats. Forward hatch.



See the new 15 and 17 ft. skiff and cruiser series in new style-setting hull colors at your Corsair dealers. Write for color catalog. Corsair Boats, Industrial Park, Cortland, N.Y.

CHRIS-CRAFT
Corsair

# Your 1963 Boat Show

CRUISERS, RUNABOUTS AND UTILITIES

INBOARD ENGINES

OUTBOARD BOATS

OUTBOARD ENGINES

SAILBOATS

MULTI-HULL BOATS

HOUSEBOATS

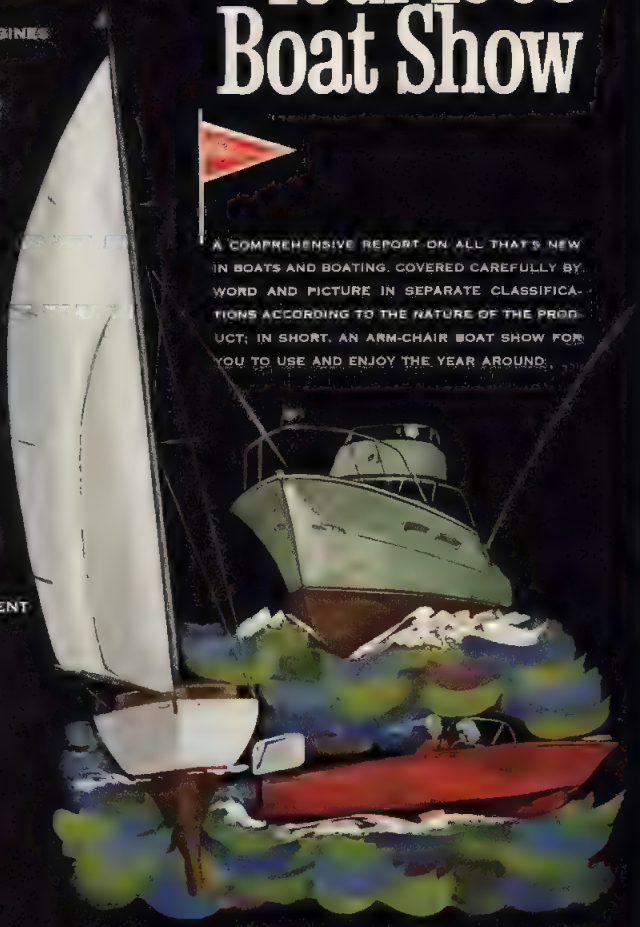
STERN DRIVES

ACCESSORIES AND EQUIPMENT

ELECTRONIC EQUIPMENT

TRAILERS

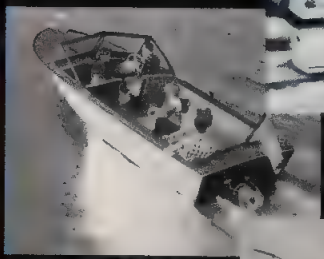
A COMPREHENSIVE REPORT ON ALL THAT'S NEW IN BOATS AND BOATING. COVERED CAREFULLY BY WORD AND PICTURE IN SEPARATE CLASSIFICATIONS ACCORDING TO THE NATURE OF THE PRODUCT; IN SHORT, AN ARM-CHAIR BOAT SHOW FOR YOU TO USE AND ENJOY THE YEAR AROUND.



THIS WAY TO THE BOAT SHOW ▶

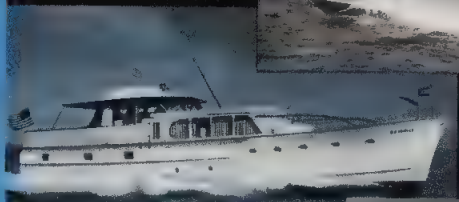
# INBOARDS '63

HATTERAS 41' DOUBLE CABIN



LYMAN 21' INBOARD/OUTBOARD

ANCHORAGE 40' DYERCRAFT



BURGER 63' ALUMINUM CRUISER

HUCKINS ATLANTIC 60'

OMC'S DUAL DELUXE AND SEA SPORT

HATTERAS 34' SPORTS CRUISER

GREBE V-R MOTOR YACHT

# Lush plush yachts, salty sportfishermen and sizzling runabouts spark the '63 inboard fleet

*The signs are many so the trend is clear: the quality boatbuilders have been given the nod by the buying public. The familiar names are not only still in business but lengthening their lines to provide more sizes and widening their scope to come up with more variety. And new names appear, surviving because they bow to the times, building boats that "speak" to the demanding buyer*

### HATTERAS YACHTS

► Hatteras Yacht Co., High Point, N.C., is on the boating scene this year with a changed version of its Hatteras 41′ convertible, the Hatteras 41′ double cabin power yacht. Built to the same fiberglass hull specifications as the convertible, the double cabin has an altered sheer line and new deck mold which includes the forward deck trunk cabin, chart deck instrument panel, chart deck bulkhead, cockpit deck, and "walk-around" deck in one piece. The entire boat is in two pieces only, with hull and deck bonded together. The boat draws 2′ 11″ and allows 6′ 3″ headroom on a 14′ beam, sleeping eight. Power is twin gas or diesel, optional up to 560-hp with prices starting at $39,990 up to $47,490. Hatteras also builds the 34′ sports cruiser with prices starting at $19,900. A 34′ version of the double cabin is also available, at about $22,000.

### HUCKINS

► Huckins Fairform Flyers are available in a fleet of 33 standard models, from 34′ to 80′ in length, with power and interior options on all models. Hulls are "double diagonal" mahogany planked on white oak framing which is epoxy-fiberglassed. The Sportsman, Commuting and Cruising models are available in twelve hull lengths, and have watertight compartmentation. Huckins bilge and engine safety alarm systems, Monel tanks and shafts, and electric heads and water pressure systems. Twin gas or diesel engines are optional in models up to 48′, while boats 50′ and up are powered by twin diesels. Fairform Flyers are custom built to order at Huckins Yacht Corp., Jacksonville, Fla.

### BURGER

► Burger Boat Co., Inc., Manitowoc, Wis., builder of custom and semi-custom yachts, celebrates its 100th anniversary this year. Burger had its start when the first Henry Burger began to build Great Lakes lumber schooners. The firm became builders of electrically welded steel yachts after Henry C. Burger, who died last year, took over the presidency in 1913. Currently, Burger is building a custom 92′ cruiser, a compact 57′ cruiser in aluminum, and a 68′ cruiser on the company's standard aluminum hull. The 68-footer has three staterooms and two baths in the owner guest quarters, with a curved stairway leading from deckhouse to dinette. Her dimensions are 68′ 3½″ loa, 17′ beam and 4′ 6″ draft; power is twin GM 6-71 diesels. Burger has a line of other standard aluminum hulls in 63′, 72′ and 83′, and steel hulls in 60′, 65′, 70′, 75′, 80′ and 90′. Interior arrangements and finishes on all Burger yachts are to owner specifications.

### OMC BOATS

► Three new versions of the OMC three-point hull design are available, in addition to the OMC 17′ De Luxe and OMC 17′. These are the 176-hp twin installation, an all-purpose open craft and a custom two-passenger model. Leader of the current line, the OMC 17′ dual is powered by V-488 engines and can hit speeds in excess of 40 mph. Other features include back-lighted instruments, rudder indicator, ample storage compartments and glass laminate hull. The Seasport is powered with the new OMC 88-hp engine which is designed with an automatically metered, independent oiling system. The OMC Custom, also 17′, fills out the new line as a utility runabout, offering optional seating and accessories. Boats and matching trailers from OMC Boats (division of Outboard Marine Corp.), Waukegan, Ill.

### HENRY C. GREBE

► Henry C. Grebe & Co., Inc., Chicago, sets the pace this year for its series of motor yachts, from 48′ to 75′, with the diesel cruiser Maruja, built for Mr. and Mrs. George W. Thompson, Ft. Myers, Fla. The 55′ V-R hulled (vee bottom aft with round sections forward) craft has stem, keel and frames of white oak, with mahogany "outerskin" laid fore and aft in Thiokol, over a diagonally laid "inner skin" of cedar. Main decks are teak, while other decks are fiberglassed, with Honduras mahogany superstructure.

Powered by twin 35-hp diesels, the boat has Bendix electronic equipment throughout with Panish engine controls, Buell air horns, and Trico air windshield wipers. Maruja is generally built and outfitted along the same high quality lines of comfort and stability as the Grebe series of other motor yachts. Grebe, 3250 N. Washtenaw Ave., Chicago 18, Ill.

### LYMAN

► Lyman Boat Works, 1621 First Ave., Sandusky, Ohio, has added a twin 188-hp, 28′ 3″ Islander cruiser to its line of Clinker built boats. Described by Lyman as a "runabout," and "day" boat, the 35 mph Islander has a glass enclosed cabin forward of the open, aft cockpit with galley and dinette that converts to double berth, and forward bunk with head, sleeping four.

In addition, Lyman has replaced a few standard boats in the line, such as the 25′ inboard sleeper, which replaces the 24′ model. This boat is available with permanent or navy top, and 109-hp to 188-hp motors. Other models include the 21′ inboard runabout. 21′ inboard-outboard, 18′ inboard-outboard and, completing the line, an 18′ and 16′ outboard for dual or single motors.

Mahogany plywood interior in the Islander, optional on two other boats.

### ANCHORAGE

► The Anchorage, Inc., Warren, R.I., builder of fiberglass boats, offers its line of Dyer dinks and dhows from 7′ 9″ to 10′, and the 16′ and 20′ inboard-outboard Glamour Girl day boats and runabouts. Anchorage also builds the Dyercraft 29′ and and 40′ double cabin cruisers. The cruisers are available with gasoline or diesel power, a variety of interior layouts, and with a semi-enclosed bridge.

### KINGFISHER

► Kingfisher Yacht Co., Wenonah, N.J., has a 37′ sportfisherman, a carvel-planked wood-hulled craft with fiberglass reinforced decks and teak cockpit deck; gasoline or diesel power optional. Prices range from $25,000 to $40,000, depending upon power, custom interiors and accessories. Demonstrations of the Sport 'n King boat can be arranged through Atlantic City, N.J. State Marina.

### BERTRAM

► New additions this year to the Bertram Yacht Co. line are the 38′ and 25′ cruisers, both boats of molded high-impact fiberglass with full length V-hull design. The 38′, a flying bridge cruiser, sleeps six, has head and shower in the owner's stateroom, separate lavatory and head in the forward cabin, electric refrigeration, etc. Interior is largely Formica, vinyl, and fiberglass gel-coat on a 14′ 4″ beam. Power is by twin 280-hp Chryslers, with diesel optional. The 25′ is an express cruiser with four single berths, and power by twin 110-hp MerCruiser stern drives with jet-prop underwater exhaust. Other Bertram models include a flying bridge cruiser which incorporates an "enclosed cabin" into a sportfisherman design.

An important new policy of Bertram is in-the-water testing of *every* production boat before dealer delivery Tests include running engine, hull and mechanical check. Bertram, 3663 NW 21st St., Miami 42, Fla.

### STEPHENS

► Typical of the quality and design factors of Stephens Marine, Inc., of Stockton, Calif., luxury yacht builders, are twin 52′ patrol boats, built by the firm for the U.S. Navy. Except for interior arrangement, the boats are basically similar to the Stephens Showboat, an all-wood yacht. The Navy boats, set up for ten men, utilize the same overall interior plan as the civilian craft, with the exception of smaller lounge and use of the galley-salon as a mess hall. Equipment includes Stephens water-cooled silencers, Hotstream water heaters, and Groco head and pressure system, with a Westerbeke generator. Standard on all Stephens powerboats, the craft have four watertight bulkheads. The patrol boats are also equipped with Raytheon 1700 radar, and dual RCA radiotelephones.

### NEW JERSEY YACHTS

► Bay Head Skiff, Division of New Jersey Yacht Sales Corp., Pt. Pleasant Beach, N.J., has added a new model to its fleet of quality round-bilge, outer keel, lapstrake planked boats. The new modified express commuter, known as the Commuter-Sportfisherman is 40′ over all, 13′ in beam, and has a 2′ 10″ draft. Power is twin 200-hp V8's, driving Monel shafts through 2:1 reduction gears Estimated range for the seven-sleeper is 300 miles, drawing from 250-gal. fuel tanks. Dual control stations include electric clutch controls, and on the flying bridge are remote RDF, depth finder and loran controls. Other features include a Monel-lined bait and fish tank, fighting chair, sailfish chairs, aluminum outriggers with spreaders, "drop transom" with ladder, and davits. The interior is of African wood paneling trimmed with Brazilian rosewood.

### OWENS YACHTS

► The new cruiser fleet from Owens Yacht Div., Brunswick Corp., Baltimore 22, Md., is made up of 16 new models, ranging through the Flagship, Sea Skiff and Yacht classifications. All models carry the Owens manufactured Marine V-8 engine with Ram's Horn combination manifolds and mufflers as standard equipment.

Owens four Flagships are spacious all-around water craft featuring 5-ply Duraply shock-resistent hulls in 24′, 26′ and 28′ lengths. The full length "dihedral" vee hull is available on boats 27′ through 40′. The 30′ Flagship has a double-planked Philippine mahogany hull.

The six new Sea Skiffs, ranging from the 24′ Commando to the 30′ Saracen Express carry as standard equipment a 48-gal. galvanized fuel tank, as do the 26′ and 28′ models and the 28′ Utility and 28′ Flying Bridge Fishermen models.

Leaders of the Owens line are the Yachts, a 35′ Sportsedan and a 40′ Double Cabin Flying Bridge model. Owens four other yachts are double-planked from keel to sheer, and the 35′ Fisherman Yacht has lapstrake Duraply sides and double-planked mahogany bottom.

### MAY CRAFT

► Additions to the line from May Craft Boats, River Road, May's Landing, N.J., include utilities and permanent shelter boats with twin bunks, head, and 225-hp Gray engines; 26′ cruisers and sportfisherman with two bunks, and a 30′ cruiser. The regular May line follows through with a 36′ cruiser and sportfisherman. All models have cedar planked hulls. May Craft also builds custom yachts from 36′ to 50′.

### POST MARINE

► Three innovations in design and construction are featured in the Custom Cruiser built by Post Marine Co., 804 River Rd., Mays Landing, N.J.: a centered flying bridge steering station, fiberglass linings for the engine compartment and use of additional plastic in the cruiser interior. Customarily located to the sides, the bridge will now allow the skipper to be seated amidship when steering. The fiberglassed engine-room linings are aimed at absorbing noise and engine heat, and act as a fire retardant. The more extensive use of plastics within is for easier maintenance.

### PEMBROKE

► Pembroke Sea Skiffs, from 23′ to 35′ in four models, are powered throughout by Chrysler marine engines, with alternate power optional. The 23′ has shelter cabin, with sleeping for two in addition to the regular bunks forward. The 28′ is a raised deck, fiberglass-topped boat which sleeps two (additional sleeping optional). The 30′ has twin staterooms, electric refrigeration, pressure water system and is available with large fuel and water tanks for long-distance cruising. The 35′ is available in either six-sleeper Express or eight-sleeper Sedan models. Pembroke Boats, Inc., Pembroke, N.H.

### BEL-CRAFT

► The current Bel-Craft line offers 25′ to 31′ boats in a choice of ten models in three series. The 25′ series, Bel-Air open skiff, De Luxe Sportsman, Sport Fisherman, Express Cruiser, has 100 and 150 hp Interceptor engines. The 28′ series, De Luxe Sportsman, Sport Fisherman, Express Cruiser, is also powered by the Interceptor, but installations are twin. Designs in the 31′ series are similar. All Bel-Craft boats are of oak rib, marine plywood and 13/16″ mahogany planking construction. Bel-Craft. Route 50, Tinkwood, Md.

### HAMPTON SHIPYARD

► Hampton Shipyard, E. Quogue, L.I., N.Y., builds four models of the stock Columbia Cruiser in its 30′ line The Sport Fisherman sleeps two forward, with a convertible dinette available to sleep two more. Also, built-in fish boxes, flying bridge and diesel power are optional The Express sleeps six, as does the convertible sedan. Interiors are hand rubbed butternut stain, with choice of upholstery and color. Also made are the custom 33′, 36′ and 38′ models in cruiser, sedan or fisherman.

### CORRECT CRAFT

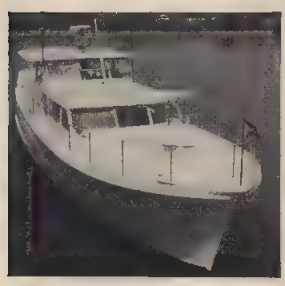
► Newest addition to the Correct Craft skier line is the 16′ American Skier, built of fiberglass with reinforced longitudinal frames and engine stringers designed to eliminate hollow drum sounds frequent in outboard fiberglass hulls. A scant 5″ longer than the company's other skier model, the Compact Skier, the American is available in a variety of hp ranging from 70 through 100, in addition to a turbo jet engine model. Prices for the six-person 5′ 10¾″ beam craft range from $2185 for the 70 hp, to $2995 for the turbo jet. Information from Orlando, Fla.

### NORWALK

► Norwalk Boat Works, Inc., S. Norwalk, Conn., builds six inboard cruisers, from 25′ to 37′ loa. Flagship is the 37′ offshore cruiser, a convertible sedan sleeping six to eight in three separate cabins With 210-hp Chrysler engines, the flying bridge boat is priced at $23,000. The 25′ sleeps four, is available with permanent shelter or navy top and 145-hp at $5295 The 26′ and 31′ cruisers sleep up to six and are $6475 and $10,900. Two sportfisherman with 145-hp are 25- and 26-footers at $4595 and $4995. Power and flying bridge options available. Boats have semi-vee bottoms and lapstrake planking, except for the 37′, which is carvel planked.

BERTRAM 38 SIX SLEEPER CRUISER

25' EXPRESS CRUISER BY BERTRAM



STEPHENS 52' PATROL CRAFT

POST CUSTOM CRUISER

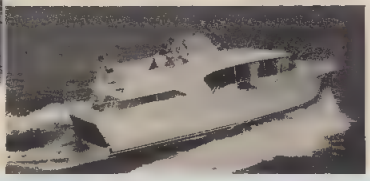
BAY HEAD'S 40-FOOT COMMUTER

CORRECT CRAFT 16' AMERICAN SKIER

NORWALK 25 FAMILY CRUISER

28' "BARONESS" FLAGSHIP EXPRESS BY OWENS

35-FOOT PEMBROKE FLEET LEADER



OWENS 40-FOOT DOUBLE CABIN

### MATTHEWS

► The Matthews Co., Pt. Clinton, O., continues this year to feature its 42′ and 52′ cruiser line, with variations in each model. Available in five models, the 42-footers lead off with a flush deck, flying bridge craft with two individual cabins, plus deckhouse sleeping area, two heads and dining nook. This model is also offered with an after cockpit The 42′ line also includes the sportfisherman. Mari nique express, de luxe sedan, and convertible sedan, all with teak decks, and with flying bridge; dual controls are optional.

The 52′ line leads with the cruiser, in either flush deck or after cockpit models, followed by the convertible sedan with bridge and large fishing cockpit. The 52's have a cruising range of 500 miles. All models available with twin screw gasoline or diesel engines; speeds to 27 mph.

### COLONIAL

► Colonial Cruisers, Inc., Millville, N.J., has added to both the top and the bottom of its line with a 53′ motor yacht and a 38′ double cabin flying bridge cruiser. Also, Colonial has built three 42′ models. The Canadian 53′ sleeps ten, has 6′ 4″ headroom throughout and carries stove with oven, freezer, refrigerator, 10-gal water heater, pressurized hot and cold water system, two showers, three heads with chlorinators and air conditioning with reverse cycle for heating.

All Colonial boats offer dual engines with twin power standard, driving through reduction gears and hydraulic controls. Diesel or gasoline optional. Hulls are of white cedar with mahogany siding.

### CENTURY

► Century Boat Co. offers an expanded fleet of runabouts, skiffs and cruisers in African and Philippine mahogany planking this season, including a completely new 45′ motor yacht which is being constructed on a limited basis.

The seven cruisers, products of the Cruiser Division, Solomons, Md., (formerly Cruis Along Boats) range through the 33′ El Dorado, 33′ Venturer, 29′ Gulfstream, 29′ Venturer, 29′ and 26′ Clipper in addition to the motor yacht, which is designed with the same sheer and full flared bow typical of other craft in the cruiser line.

With specifications at 45′ 5½″ x 15′ 7″ x 36″, the yacht has double planked bottom, ⅞″ mahogany sides with batten seams and 28 frames of white oak. The electric system is 5kw controlled through a central panel, 350 gal. fuel capacity with 150 gal. water tanks, diesel or gas optional.

The runabout and skiff division, Manistee, Mich., leads its line with the 21′ Coronado, with a power option up to 50 hp. Other models range in length from 18′ to 26′. Smallest boat in this division is the Palvo 15′, offered with optional Volvo 84- or 100-hp inboard-outboard unit, at between $2995 and $3195. Century, 1860 Broadway, N.Y.C.

### LEEK-PACEMAKER

► C. P. Leek & Sons, Inc., Lower Bank, Egg Harbor, N.J., builds a fleet extending through double cabin, express and sedan cruiser and sportfisherman models in 32′ to 43′ sizes, all wood construction with round bottoms flattening aft. New this year are four 36′ models, replacing the 35-footers in the Leek line. Standard power in these six-sleeper models (the express cruiser sleeps four) is twin Pacemaker 220-hp engines; prices start at $17,695. The 30′ boats have two separate deck plans available, with sleeping for four; $7625. The redesigned 32-footers sleep six and have twin 185-hp engines; $13,600. The 43′ models come in three deck plans, provide sleeping for seven, and are powered by twin 280-hp engines; $28,700. The 43′ double-cabin cruiser is available in flush deck and standard models, with sleeping for seven; standard power is twin 280-hp Pacemaker V8's; $31,225. Philippine mahogany planking on carvel hull throughout.

### CORONET

► Coronet Boat Co., Cincinnati, O., offers five inboard, and two outboard models for the current season, with inboard models ranging in length from 18′ to 27′, and with power by Volvo throughout from 80 to 100 hp. Leader of the Coronet series is the Seafarer express cruiser with twin engines, sleeping six, at $9495. Following is the 22′ Explorer express cruiser, sleeping three, at $4895; the 18′ Viking express cruiser, also sleeping three, at $3995, and the 18′ sedan which converts to sleep two, at $3595. Last boat in the inboard line is the 18′ convertible runabout, at $3250 All come with standard single 80-hp Volvo, except the cruiser.

In the outboard category, Coronet has the 22′ Explorer and the 18′ Viking. All boats are of wood with laminated bow section and extra heavy transom assembly, and fiberglass side panels.

### CHRIS-CRAFT

► Chris-Craft has added 18 models to its fleet, moving in size and style from a 16′ ski jet, to the 65′ diesel motor yacht. In the sport boat section, six models having planing hull designs with V-8 power available are led by the Ski Jet, which has a 3000 gal. per minute thrust at 4000 rpm. A 17′ ski boat is offered in custom and standard models. The 18′ and 20′ Holiday models and the 20′ Caravelle fill out the sport line. The 27′ and 30′ Constellations lead off the cruiser section, with sleeping accommodations for four and six. The 34′ Constellation also sleeps six, with a private forward stateroom, and can be equipped with flying bridge. The 37′ model, with a 12′ 3″ beam, has six-person accommodations, too, with power options to twin 275-hp V-8 engines. The tri-cabin model of the 37-footer has two separate staterooms. Sleeping eight, the 42′ Conqueror also has two separate staterooms. The motor yachts, 52′, 57′ 60′ and 65′, have accommodations for up to twelve.

### REVEL CRAFT

► A fleet of six inboard and three outboard boats filling a variety of boating needs and budgets are available from Revel Craft Manufacturing Co., Box 20, Arnold, Md. Starting with the 26′ Empress, a four sleeper, 210 hp cabin/express bridge craft from $5795, through the 30′ Reveliner six sleeper from $8795 and the 28′ dual control Fisherman at $7545, the fleet offers the 23′ Revelation. 25′ Family Cruiser. 23′ Weekender as well as the 23′ Revel Queen, and 21′ and 23′ Weekender outboards.

### EGG HARBOR

► The Egg Harbor Boat Co., Egg Harbor City, N.J., has added three models to its line, sedan, cruiser and sportfisherman, all built on the company's standard 37′ wood hull. With a beam of 13′ and a draft of 3′3″, the boats are constructed of 2″ x 1½″ frames spaced on 9″ centers and planked with 4/4″ dressed Philippine mahogany, fastened with Everdur screws. The three new models are powered by twin 210-hp Chrysler engines, with additional power or diesel optional. The cabin and shelter tops, as well as the decks forward and to the end of the shelter are fiberglass covered. The after deck area is teak.

### STRIKER

► Striker Boats, Inc., builders of aluminum and steel sportfishermen, offers three all-aluminum boats in the current stock line, the 29′ at $12,500, the 34′ at $19,500, and the 43′ at $39,500 All boats available with aluminum tuna tower and dual or triple stations at extra cost. Optional diesel or gas engines. Boats have teak cockpit and bridge decks, high-voltage generators and regulating systems, through-hull Panama stern, and Striker instrument panels showing engine hours, ammeters, oil pressure gauges, etc., as well as tachometer. Prices. East Coast; Striker, 1554 N. Federal Hwy., Pompano Beach, Fla.

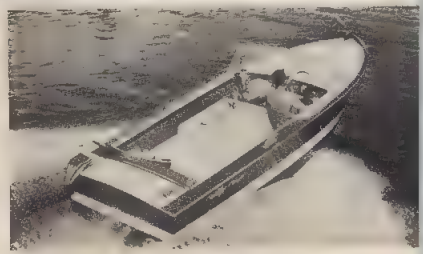
### ROLAND REED

► Roland Reed, Inc., 1712 High St., Alameda, Calif., carries the Cheoy Lee Shipyard, Hong Kong, 29′ Polo fiberglass cruiser that sleeps four. With a 10′ beam, the Polo has a V-berth stateroom forward, and dinette-salon midships. Power is 215-hp gasoline engine, or 110-hp diesel. Reed also distributes six other Cheoy Lee-built boats, the 25′ Frisco Flyer, Bermuda 30, Robb 35, the 28′ Herreshoff designed canoe yawl, Rozinante, the 31′ Monterey Clipper, and the 35′ Lion, all of teak.

REVEL CRAFT 30 REVELINER

CENTURY 29' CLIPPER CRUISER

PACEMAKER 36' SPORTFISHERMAN



17' CHRIS CRAFT CUSTOM SKI BOAT

MATTHEWS 52'
FLYING BRIDGE CRUISER

PACEMAKER 42' DOUBLE CABIN

STRIKER 29
SPORTFISHERMAN

37' EGG HARBOR
SUPERFISHERMAN

CHRIS-CRAFT 31' CORINTHIAN

CORONET SEAFARER 27'

COLONIAL'S 53' CANADIAN

CENTURY CORONADA 21' RUNABOUT

### COMMODORE

► Commodore Boats, Inc., New Bern, N.C., offers outboard, inboard and inboard-outboard boats in sizes from 16′ to 38′, and styles ranging from open runabouts to cruisers and sportfisherman. The stock boats are 16′, 17′, 20′ and 24′ in the $1075 to $4116 price range. Also offered are 20′ and 24′ deep V-bottom boats, along with the 31′, 35′ and 38′ cruiser and sportfisherman in single or twin engine installations.

### TROJAN

► The current offering from Trojan Boat Co., Lancaster, Pa., is a line of eleven models in three series, Sea Voyager Sedans and Expresses (planked hulls), Sea Breeze Express Cruisers (plywood hulls), and Sea Skiff Sport Fisherman (lapstrake hulls). Leader of the Trojan line is the 36′ Sea Voyager Express, a mahogany-planked six sleeper with teak decks and cockpit. Power options run through a choice of single and twin combinations, up to twin 240-hp, V-8 engines. Steering stations are completely instrumented with individual throttle and reverse levers. The 2500 Sea Breeze, 24′ 6″, is powered by 180 or 188 hp, V-8 engines at $5395, FOB Lancaster, Pa.

### BREUIL BOATS

► The Enterprise series of boats, built entirely of wood with fiberglass covered bottom and fiberglassed exposed flat surfaces, is available in 37′ and 42′ lengths (with optional flying bridge). Built by Breuil Boat Co., Inc., 17201 Biscayne Blvd., N. Miami Beach, Fla., boats have hard chine, sharp V forward, lap strakes, and generous flare adding to high speed and dry running. Power is from twin 280-hp Chrysler engines, with 150-gal. fuel tanks (80 gal. in 37′). Exact dimensions are 36′ 9″ loa x 13′ 3″ beam x 2′ 8″ draft and 41′ 11″ x 14′ 11″ x 3′ 0″.

Charles W. Grinstead is the new National Sales Manager.

### PETERSEN-VIKING BOATS

► Newest additions to the Petersen-Viking line of carvel planked wood cruisers are a 36′ sport cruiser and the 38′ raised deck sport fisherman. Priced at $21,250 and $22,500, the boats have Chrysler V-8 engines, 200-gal. Monel gas tanks, pressure water systems with 50-gal. capacity and forward staterooms. Designed by Arno A. Apel, Norfolk & Atlantic Aves., Egg Harbor City, N.J.

### DUNPHY BOAT CORP.

► The Dunphy Boat Corp., Oshkosh, Wis., offers a varied line of boats ranging through lapstrake runabouts from 16′ to 22′, molded mahogany sailboats from $395 to $895, and molded plywood runabouts. Boats are available with 110-hp and 140-hp MerCruiser engines. Model 4020 Fortuna, 20′, is $4225.

### KULAS SKIFFS

► Kulas Custom Sea Skiffs, Keyport, N.J., has a 36′ raised deck sportfisherman, of lapstrake construction with sleeping for four to six persons, built on the lines of its 32′ and 40′ craft. With optional power ranging to 600-hp, the boat has a flying bridge and fighting chairs at a price of $17,375. Other boats in the fleet range from 26′ to 40′ in the cruiser and skiff categories. All boats are of mahogany planking with oak timbers steam bent on 6″ centers.

### SUMNER BOATS

► Sumner Boat Co., Amityville, L.I., builds Sumnercraft motorsailers and cruisers in 26′ to 35′ lengths. The 26′, 31′ and 35′ boats are double-enders, while the 30′ and 34′ boats have cruiser hulls with rounded transoms. All boats are of Compoglass, a sandwich-type construction consisting of strips of glued-edge planking sealed in fiberglass. Standard power is a 96-hp Ford diesel. The 30′ motorsailer or cruiser, is 9′ 10″ in beam, and has 2′ 10″ draft. The sail version carries 355 sq. ft. of sail. The cruiser is $9820.

### BROWNELL BOATS

► Emphasis for the season is on diesel power in a variety of craft, with the lead taken by a 225-hp Hispano Suiza V-8 delivering 20 knots at 2600 rpm. at the Brownell Boat Works, Mattapoisett, Mass. Among the new models in the works are a 32′ sportfisherman, available with a flying bridge in several models, 24′ bass boats and 36′ cruisers, all of Eldredge-McInnis design. Interiors and superstructures are custom.

### GREENWICH YACHT CO.

► Greenwich Yacht Co., Greenwich, N.J., builds a line of boats from 27′ to 61′ in models ranging from offshore fisherman to motor yachts. The 27′ Sea Cruiser is a single or twin engine open cockpit sport or day cruiser, while the Double Cabin Fly Bridge, 45′, is a six sleeper family cruiser. The 61′ 7″ Motor Yacht is an optional twin engine sleeper for eight to ten persons. There are, in all, eleven boats in the current line.

### LUHRS

► Chief representatives of the Henry Luhrs Sea Skiffs, Inc., Morgan, N.J., line are the 32′ and 28′ cruisers, lapstrake constructed, 225-hp Graymarine powered sedans with flying bridge. Priced at $8495 and $6995 respectively, with 2:1 reduction gear (standard on the 32′, $250 extra on the 28′) the boats are 32′ loa x 10′ 6″ beam x 3′ draft, and 28′ x 10′ x 3′. A six sleeper, the 32′ has solid ¾″ mahogany laps, copper riveted and fastened to oak ribs, ⅞″ x 1¼″, on 6″ centers, and comes equipped with folding mast. Construction on the 28′ is identical, with differences in outfitting.

### UNITED BOATS

► United Boatbuilders, Inc., Bellingham, Wash., manufacturer of the Uniflite series of fiberglass boats in sizes from 8½′ to 42′ in length, leads its fleet with 22′ and 26′ express cruisers, and the 34′ Criterian cruiser. The 22′ craft, powered by a 185-hp Dearborn, sleeps two. The 26′ cruiser is powered by either single 215-hp or 240-hp V8 Interceptors, or twin 215-hp engines. The Criterian is powered by twin 240-hp Interceptors. All craft are laid out for comfortable cruising.

### FREEPORT

► The Freeport Point Shipyard, Inc., Freeport, N.Y., has added the Freeporter 28′ to its wood hulled craft, available as express cruisers and sportfishermen in 26′ and 32′ lengths. The 28′ has refrigeration, "stand-up head," hanging lockers and sleeping for four. Freeport builds custom boats to 65′ in length.

### ALUMINUM CRUISERS

► Aluminum Cruisers, Inc., Standiford Field, Louisville 13, Ky., offers two boats in its current line, the 31′ Marinette express cruiser, and the 40′ Sea-Crest catamaran. The Marinette has dual stations as optional equipment, along with single or twin Gray engines. The Sea-Crest is powered by twin Graymarine 238-hp engines with 1½ to 1 reduction. The 31′ has 10′ 4″ beam—the Catamaran, 16′. Prices are $9145 and up.

### BLIVEN

► Charles W. Bliven and Co., Mamaroneck, N.Y., offers the Blue Water Yachts series, leading with a 66′ flush deck diesel powered motor yacht, and a 42′ all-teak cruiser. Bliven also has a 39′ ketch-rigged motorsailer. The 66-footer has a deck level galley, a large lounging deck and three double staterooms. The 42′ cruiser has accommodations for six, as does the motor-sailer. Bliven yachts are built to Lloyd's specifications, and are delivered freight and duty paid at any East Coast port. Bliven is associated with Marine Insurance Unlimited, also of Mamaroneck.

### PEARSON

► Pearson Corp., Bristol, R.I., leads its fleet of fiberglass motorboats with a 28′ express cruiser, new this year, with sleeping for four persons; $10,600. Other boats in the Pearson power line are the 37′ MacLear-Harris-designed sportfisherman, $24,747, with sleeping for six, and with power options to 650 hp; the 27′ sportfisherman, $7560, with standard two-person sleeping, optional for four, in powers to 230 hp, and the 21′ utility runabout with 120-hp inboard-outboard power, $4495. Pearson also builds a line of outstanding sailboats, covered here in that section.

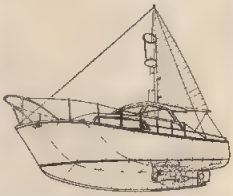
PEARSON 28' EXPRESS CRUISER

UNITED'S 34' CRITER AN

DUNPHY RUNABOUT

FREEPORTER 28 CRU SER

PETERSEN-VIKING CRU SER



SUMNER 30 CRUISER

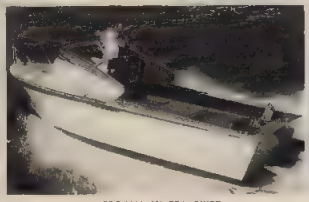
32 LUHRS SEDAN CRU SER

BLIVENS 66 DIESEL MOTOR YACHT

BROWNELL 32 SPORT FISHERMAN

GREENWICH 41' DOUBLE CABIN FLYING BRIDGE

ENTERPRISE 42' SPORTFISHERMAN BY BREUL



TROJAN 23' SEA SKIFF

36 TROJAN SEA VOYAGER

COMMODORE SPORTFISHERMAN

ALUMINUM CRUISERS 31' MARINETTE

36 KULAS SPORTFISHERMAN

### GORDON MUNRO

► A raised deck, 32′ sloop-rigged motorsailer, with a working sail area of 456 sq. ft. and optional 30-50 hp diesel or gas engine, is a new Gordon Munro Company design for 1963. Wood sheathed in fiberglass, the craft sleeps six in two upper berths and two combination seats and lower berths with full size double berth in the after cabin.

The helmsman's seat runs athwartships and is raised above conventional seat level for good visibility.

She is 32′ 4½″ loa, 11′ 1″ beam, 6′ 4″ draft (centerboard down) and displaces 14,900 lbs. Munro, 2 Hancock Street, Quincy 71, Mass.

### VENTNOR

► Ventnor Boat Corp., Egg Harbor City, N.J., has added two sedan models and a 30′ express cruiser to its sea skiff series of six 24′ lapstrake, round-bilge craft. The sedans are day boats, 24′ and 26′ loa, with an extended permanent shelter cabin and two-person sleeping conversion. A flying bridge is optional on these 145-hp or 190-hp Chrysler-powered boats. The 30′ cruiser sleeps six in two cabins, and has an L-shape galley. Power is a 190-hp Chrysler with reduction gear, or twin 190-hp Chryslers. Prices start at $8995 single. $11,000 twin screw; flying bridge optional.

### AMERICAN FINN

► Two outboard runabouts and a runabout and cruiser designed for inboard or stern drive power, constructed of ¼″ African mahogany lapstrake planking over oak frames, comprise the 1963 fleet from American Finn Boat Corp., 361 Woodcleft Ave., Freeport, L.I., N.Y. Windshield, lights, hardware, steering and vinyl decks are standard equipment. The boats are the 16′ Speed Finn, an outboard runabout priced at $1095; the 17′ outboard Speed Finn at $1495; the 20′ Family Finn, largest outboard runabout in the fleet, at $1985; and the 23′ Ocean Finn cruiser, priced at $2695. The Ocean Finn has solid teak decks and gunwales, berths for two, dinette, pilot seat, and sliding windows. Lights, hardware and steering are standard equipment.

### HIGGINS

► Higgins, Box 8001, New Orleans 22, La., heads its fleet of wood boats with the Tahiti 28, a twin-screw, six-sleeper cruiser. Higgins also builds the Capri 27 express cruiser, which has a 10′ 3″ beam, 2′ 1″ draft; power is a 215-hp Graymarine or Interceptor. The 25′ 3″ Catalina cruiser has a 9′ beam, 2′ draft and similar power options. Higgins offers two sport runabouts, the Mandalay 18, and the Port Royal 18. The Mandalay has a 6′ 8″ beam with 1′ 6″ draft, and 240-hp Interceptor engine. The Port Royal is identical in beam and draft but weighs less, and comes with a 185-hp Interceptor.

### MERRILL-STEVENS

► Merrill-Stevens Yachts, 2550 S. Bayshore Dr., Miami 33, Fla., builds a line of all-steel motor yachts in two sizes, 54′ and 65′, and two styles, flush deck and sportfisherman. Custom interiors, diesel optional. M-S offers 120-day delivery.

### PERMA CRAFT

► Perma Craft Corp., 1321 S. 30th Ave., Hollywood, Calif., builder of fiberglass cruisers, has a line of 32-footers available in four models, all with sleeping for four. With a bottom thickness of 1″, the boats have four heavy fiberglass stringers and an 11′ beam. Prices from $10,500 to $16,500.

### PENOBSCOT BOATS

► Penobscot Boat Works, Inc., Sea St., Rockport, Me., builder and designer of stock boats, offer the Penbo 32′, 36′ and 40′ offshore cruisers, with custom design on a basic continuous-sheer hull. Leader of the line is the Penbo 36. 36′ 0″ loa x 11′ 4″ beam x 3′ 0″ draft, available as single or twin gas or diesel, and, according to the builders, based on the coast of Maine sardine carriers.

### MUNRO BOATS

► The new Munro Boats' 18′ trimaran, Banshee, offers fast riding at powers in excess of 70 hp. The 1020-pound, 96″-beam fiberglass Banshee may be powered inboard or outboard. Also available is a smaller version of 14′. Both models have foam-filled hulls for strength and flotation. Munro, R.R. 1, London, Ontario

### RAYSON CRAFT BOATS

► A line of V-drive inboard open boats are available from Rayson Craft Boat Co., 115 E. 165th St., Gardena, Calif., in two basic hulls, wood or fiberglass, 16′ and 18′. Both models have optional bucket seats and come powered by Chevrolet, Ford or Pontiac engines.

### LUGER INDUSTRIES

► Newest addition to the Luger series of fiberglass boat kits is the Caribbean 22′, also available in pre-assembled plywood. Sleeping two or more, the boat has a 12′ cabin with full headroom, enclosed head, and is designed for 80-hp outboard, or optional inboard power. In addition, Luger offers 50 other boat kits. Luger, 9200 Bloomington Freeway, Minneapolis 31, Minn. Free catalog.

### PENN YAN

► Penn Yan Boats, Penn Yan, N.Y., builds a line of wood lapstrake and fiberglass inboard-outboard, inboard and outboard boats in the Nomad, Voyager, Wayfarer, Tahiti, Starfire Mark VIII, Bikini, and Catalina models. Prices are from $635 to $3420 and lengths are from 7′ to 24′ 8″.

### BUEHLER TURBOCRAFT

► The Buehler Turbocraft line offers eight standard and one custom model from 15′ 10″ to 22′ 3″, in a price range of $3295-$6400. The jet propelled craft are powered by Chrysler, Gray, Crusader, Interceptor and Evan Version engines in versions from the 17′ 10″ Nimrod, at $4750, through the 22′ 3″ Jet 36 Cruiser twin, at $9000. Buehler offers a heavy listing of optional accessories including trailers and electric brakes. Information: 3119 Roosevelt Ave., Indianapolis, Ind.

### ZUBACK SKIFFS

► Zuback's Boat and Motor Works, Morgan, N.J., offers three new models for the current season: 26′ sport fisherman with flying bridge, available in 190 to 300 hp, $9600; 28′ boat built to similar specifications, $10,800, and a 30′ sport fisherman, available only in twin screw at 190 hp to 300 hp, $15,500. Boats are well equipped. Of lapstrake construction, with white cedar planking to waterline and dark Philippine mahogany from waterline to sheer, the Zuback line is completed by the 19′ Sportsman, 22′ Striper and 26′ Seabird models.

### TRAILORBOAT

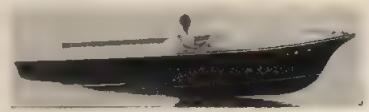
► Trailorboat Engineering Co., 923 Francisco Blvd., San Rafael, Calif., builds a 17′ five-seater with bucket seats forward and aft slab seat. A marine jet power unit, manufactured by Jacuzzi, is available.

MUNRO BOATS 18′ BANSHEE

PERMA CRAFT FIBERGLASS 32′ CRUISER

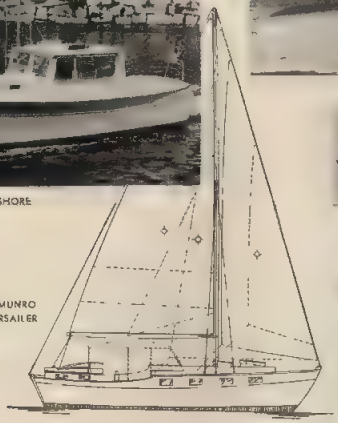
24 LAPSTRAKE SEDAN BY VENTNOR

PENBO 36 OFFSHORE CRUISER

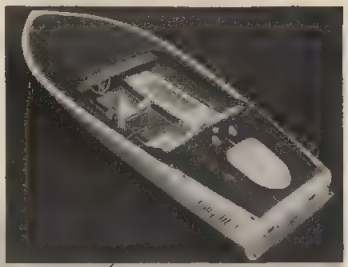


ZUBACK 19' SPORTSMAN

RAYSON 18 FIBERGLASS RUNABOUT



GORDON MUNRO 32' MOTORSAILER



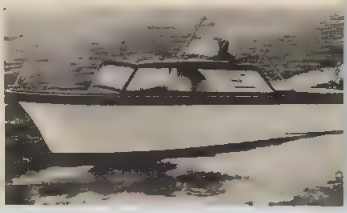
HIGGINS TAHITI 28 CRUISER

LUGER 22' CARIBBEAN

MERRILL-STEVENS STEEL MOTOR YACHT

TRAILORBOATS 17' JET CRAFT

15' BUEHLER TURBOCRAFT PRINCESS



PENN YAN 24' VOYAGER

### FOREST E. JOHNSON

► Forest E. Johnson Boat Works, Miami 36, Fla., builds the 45′ Prowler, a fast sportfisherman, typical of the Johnson fleet (from 17′ up). The Philippine mahogany, white cedar and teak craft has a 14′ 6″ beam and is powered by three 325-hp Cadillac marine engines with 2:1 reduction gear, drawing from 400-gal. fuel tanks; reported speeds to 40 mph. With sleeping accommodations for eight, the boat has an extensive inventory of cruising and fishing equipment.

### CHANTYMAN

► Chantyman East, Inc., Greenwich, Conn., offers the Chantyman motor yacht, a 34′ 6″ offshore cruiser with 12′ 9″ beam, drawing 3′ 6″ with a teak decked mahogany hull and sleeping seven to nine persons. Powered by Osco Ford diesel, model 4DF, at a maximum eight knots, the boat has 360 gal. fuel tanks. Other distributors are Tillicum Marina Inc., 1331 N. Northlake Way, Seattle 3, Wash. and Balboa Marina, 201 E. Coast Hwy., Newport Beach, Calif.

### LONE STAR

► Lone Star Boat Co., Box 218, Plano, Tex., has added a windshield and hatch to its aluminum 16′ Medallion, 18′ Voyager, and 24′ Cruise Liner boats. The addition opens the cockpit to the forward deck, adding approximately four feet of usable area to the boat. The sliding windshield and hatch move down and forward allowing a passenger to go forward easily.

### CHARLES HANKINS

► Charles Hankins & Sons, Lavallette, N.J., builder of lapstrake sea skiffs, offers a line of seven boats ranging in size from 16′ to 32′, and in styles from the cabin seaskiff to the Palmer-powered open seaskiff. Other models include Jersey and surf dory hulls.

### SEA CRAFT

► Main emphasis is placed upon the Sea Craft 21′ by Sea Craft, Inc., 8425 S.W. 129th Terrace, Miami 56, Fla. All hulls in the SC line are of fiberglass, designed by Carl Mosely and carry the maximum beam aft to the transom, both at chine and sheer. Reason for this, according to SC, is to produce a large cockpit. The line includes utility/sport fisherman, overnighter, and stock models from the 14′ open fisherman to the 18′ Marc Sportsman.

### BALCO

► The Balco Yacht Co., Box 4065, Dundalk, Md., builds the Sea Baron 40 fiberglass cruisers, built on a standard hull 38′ 9″ loa, 13′ 7″ in beam and with a 2′ 10″ draft. Various power options are available in gasoline or diesel on all boats. Other craft available from Balco in lengths up to 100′ on custom order.

### CROSBY

► The Crosby Striper is built to a variety of custom specifications on a basic 24′ x 8′ 4½″ x 2′ 2″ hull style with 120-hp Palmer engine, or single screw optional power to 200 hp. She is of mahogany planking over oak frame and keel. Crosby Yacht Building & Storage Co., Inc., Osterville, Mass., builds the Striper during winter months to order.

### ATLANTIC FIBERGLASS

► Atlantic Fiberglass, 940 N.W. 51st Pl., Ft. Lauderdale, Fla., has the 21′ Custom, available in inboard-outboard, or outboard models. With a 19′ 6″ center line, and 8′ beam, the Custom is double reinforced fiberglass throughout. AFI also manufactures other 21′ models as well as cabin cruisers.

### STAMAS

► Stamas Boats, Inc., Tarpon Springs, Fla., builder of fiberglass boats, offers a 26′ sportfisherman or express cruiser, and an 18′ overnighter. The 26-footer is Graymarine or Interceptor powered in 100 hp to 215 hp, and has a 9′7″ beam and 21″ draft. The overnighter is 84″ in beam and has an 80-hp OMC stern drive.

### SANTA BARBARA

► The Santa Barbara Yachts' Fisherman 39, built to the same lines as the Ocean Cruiser 38, will be available for the 1963 season. Designed with weekending and blue-water fishing in mind, the craft has a half covered 12-foot cockpit, with a beam of 12′ and a Cummins 130-hp diesel providing a range of 600 miles at 9 knots, or 1000 miles at 8 knots. Price: $28,500, FOB 631 E. Gutierrez, Santa Barbara, Calif.

### TOLLYCRAFT

► Tollycraft Corp., Kelso, Wash., heads its fleet of nine wood and fiberglass boats with the 43′ Adventurer, a round-bottom, lapstrake cruiser with three private staterooms, two heads, and powered by two 225-hp Gray engines. Other craft in the line range from the 17′ Roustabout to the 36′ Tri-Cabin Mariner. Prices run from $38,900 for the Adventurer to $1495 for the Roustabout.

### INLAND SEAS

► Additions to the current line of the Inland Seas Boat Co., Sandusky, O., are present in its Continental, Standard and Deluxe series of plastic coated, steel-hulled cruisers, ranging from 27′ to 46′. Single or twin gasoline engines are offered throughout the line, with the exception of the 46′ triple cabin salon model which has optional diesel engines. Flying bridges are also available on all models.

### SLICK CRAFT

► A line of eight boats, ranging in style and price from the 14′ Catalina at $695, to the 18′ Offshore Sport at $1595, are built by Slick Craft Boat Co., 1145 Washington Ave., Holland, Mich. Other boats in the line include the 15′ Holiday, $995; 16′ Victoria, $1295, and the 16′ Premiere $1385. Maximum hp ratings for the line run up to 120, and OMC 480 installations are optional at additional cost.

### SKEE-CRAFT BOATS

► An 18′ Cruisette is the latest addition to the Skee-Craft Boat Co., of Intercourse, Pa., line of pleasure craft. Fleet includes 15 models from 14′ to 24′.

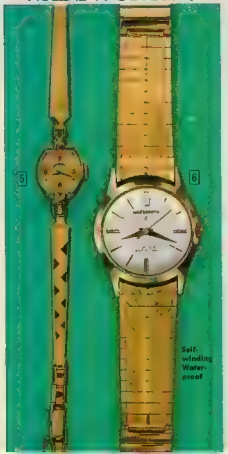
HANK NS 22′ SKIFF

LONE STAR CRU SER

HAMILTON Diamond

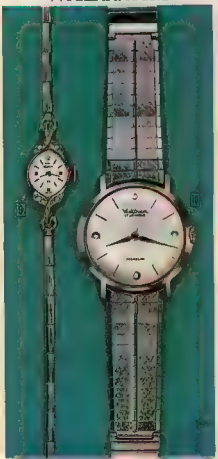
BENRUS

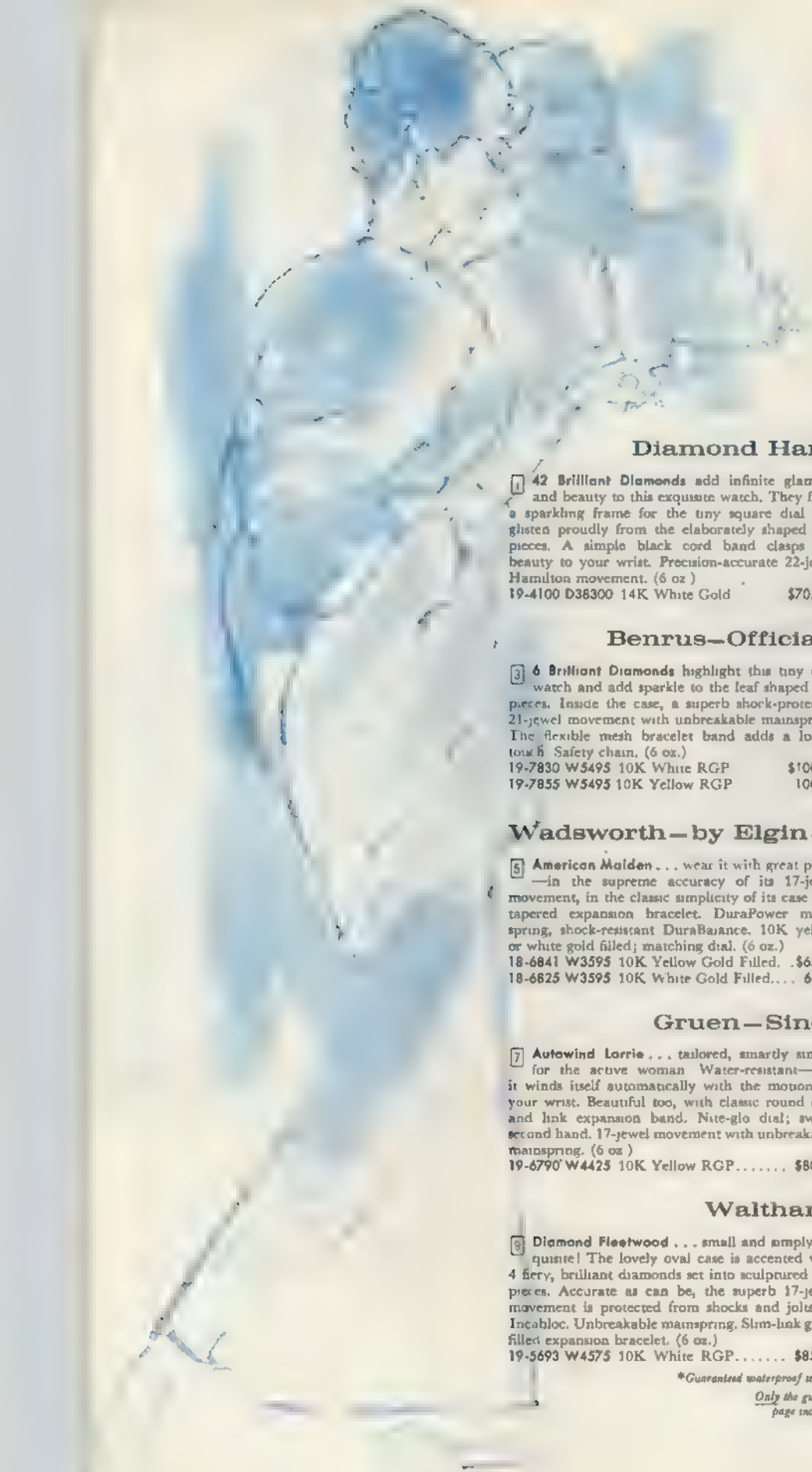
WADSWORTH by Elgin




GRUEN

WALTHAM





A Complete Selection of the finest

# Watches for 1963

is shown here and on the following pages

## Diamond Hamilton—22-jewel movements

1 **42 Brilliant Diamonds** add infinite glamour and beauty to this exquisite watch. They form a sparkling frame for the tiny square dial and glisten proudly from the elaborately shaped end pieces. A simple black cord band clasps this beauty to your wrist. Precision-accurate 22-jewel Hamilton movement. (6 oz.)
19-4100 D38300 14K White Gold $705.00

2 **A Watch of Unmistakable Splendor.** Like twinkling stars, 10 brilliant diamonds sparkle with fiery radiance in the swirled end pieces of the petite oval case. The famous 22-jewel Hamilton movement is precision accurate. Dial has raised gold hour markers. Bracelet is a classic, sophisticated black cord band. (6 oz.)
19-4092 D13750 14K White Gold ... $250.00

## Benrus—Official Watch of Famous Airlines

3 **6 Brilliant Diamonds** highlight this tiny oval watch and add sparkle to the leaf shaped end pieces. Inside the case, a superb shock-protected 21-jewel movement with unbreakable mainspring. The flexible mesh bracelet band adds a lovely touch. Safety chain. (6 oz.)
19-7830 W5495 10K White RGP $100.00
19-7855 W5495 10K Yellow RGP 100.00

4 **Citation Golden Convair "39"** . . . self-winding 39-jewel aristocrat. Calendar feature gives you the date at a glance. Guaranteed waterproof*. Slim case with hidden crown has a trim tailored look. Expansion band. Luminous dial with sweep second hand. (10 oz.)
19-7228 W9714 14K Yellow Gold..... $175.00
19-7236 W6700 10K Yellow Gold Filled.. 122.50

## Wadsworth—by Elgin—beautiful way to Tell Time

5 **American Maiden** . . . wear it with great pride—in the supreme accuracy of its 17-jewel movement, in the classic simplicity of its case and tapered expansion bracelet. DuraPower mainspring, shock-resistant DuraBalance. 10K yellow or white gold filled; matching dial. (6 oz.)
18-6841 W3595 10K Yellow Gold Filled. .$65.00
18-6825 W3595 10K White Gold Filled.... 65.00

6 **Handsome 27-jewel Watch** . . . its sleek round case accented by bold end pieces. Waterproof*—needs no pampering. The self-winding 27-jewel movement with shock-resistant DuraBalance and DuraPower mainspring takes shocks and jolts without skipping a second. Luminous dial, full sweep second hand; expansion band. (10 oz.)
18-6833 W3750 10K Yellow RGP..... $65.00

## Gruen—Since 1874 the Precision Watch

7 **Autowind Lorrie** . . . tailored, smartly simple for the active woman. Water-resistant—and it winds itself automatically with the motions of your wrist. Beautiful too, with classic round case and link expansion band. Nite-glo dial; sweep second hand. 17-jewel movement with unbreakable mainspring. (6 oz.)
19-6790 W4425 10K Yellow RGP..... $80.00

8 **Autowind Dudley** . . . styled with distinction, this automatic self-winding dress watch has 25 jewels in its precision-accurate, shock-protected Gruen movement. Anti-magnetic; unbreakable mainspring. Handsome faceted case with recessed crown; adjustable expansion band. Raised gold hour markers, sweep second hand. (10 oz.)
19-6154 W5250 10K Yellow RGP ..... $95.00

## Waltham—Watchmakers since 1850

9 **Diamond Fleetwood** . . . small and simply exquisite! The lovely oval case is accented with 4 fiery, brilliant diamonds set into sculptured end pieces. Accurate as can be, the superb 17-jewel movement is protected from shocks and jolts by Incabloc. Unbreakable mainspring. Slim-link gold-filled expansion bracelet. (6 oz.)
19-5693 W4575 10K White RGP..... $85.00

10 **Diamond Durango** . . . a most distinguished waterproof watch! 4 brilliant diamonds set in the dial mark the quarter hours. Waltham 17-jewel movement, shock-protected by Incabloc, keeps accurate time under all conditions. Unbreakable mainspring. Expansion band. (9 oz.)
19-5107 W3995 10K White RGP ..... $75.00
19-5248 W3995 10K Yellow RGP.. 75.00

*Guaranteed waterproof while case, crown and crystal remain intact*

*Only the guide line prices shown on this page include Federal Excise Tax*

# WALTHAM

[1] **Auto Lucy** . . . waterproof**—and it winds itself automatically with the motions of your wrist. Beautiful too—with classic round case and adjustable expansion bracelet. 17-jewel movement is Incabloc protected. Luminous dial; sweep second hand. (6 oz.)
19-5511 W4295 Yellow Rolled Gold Plate . . . . . $79.95
19-5503 W4150 White Rolled Gold Plate . . . . . 76.95

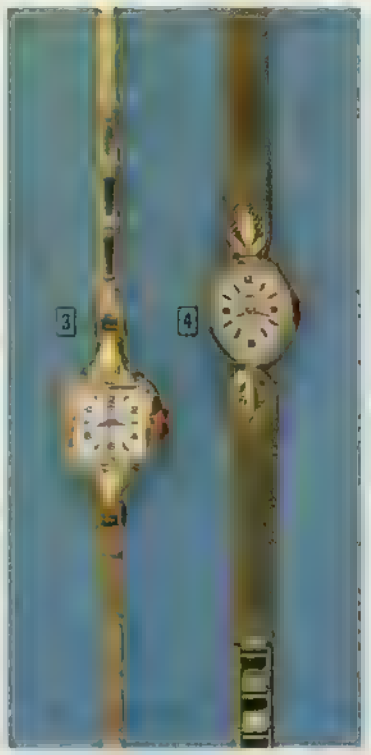
[2] **Sea Princess** . . . 17-jewel waterproof** watch. Best choice for "ladies in white", beauticians, technicians, homemakers—anyone whose hands come in contact with water many times a day. Luminous dial, sweep second hand; expansion band. Incabloc shockproof. (6 oz.)
19-5529 W3050 Stainless steel . . . . . $57.75
19-5537 W3250 Yellow Rolled Gold Plate . . . . . 59.95

[3] **Golden Nanette "25"** . . . simplicity itself in styling! Petite pillow-shaped 14K yellow gold case has contoured sculptured end pieces. 25*-jewel movement with shock protecting Incabloc. Slender 10K gold filled adjustable expansion band. (6 oz.)
19-5628 W3350 14K Yellow Gold . . . . . $67.50
19-5644 W3350 14K White Gold . . . . . 67.50

[4] **Mercedes** . . . beautiful, dramatic. Dainty tear-drop shaped case is a masterpiece of the newest fashion design . . . held to her wrist with a 10K gold filled mesh bracelet that adjusts for perfect fit. 17-jewel movement with shock-resisting Incabloc. (6 oz.)
19-5651 W3595 Yellow Rolled Gold Plate . . . . . $69.50
19-5669 W3595 White Rolled Gold Plate . . . . . 69.50

[5] **Mildred "25"** . . . petite and dainty, the elegantly simple case of 10K rolled gold plate with gracefully swirled end pieces; has a non-corrosive back. 25*-jewel Incabloc protected movement. Expansion bracelet of slim links completes the slender look. (6 oz.)
19-5677 W3250 10K Yellow Gold Plate . . . . . $59.95
19-5685 W3250 10K White Rolled Gold Plate . . . . . 59.95

[6] **Diamond Agnes "25"** . . . its dainty size and shape are dramatically emphasized by 10 sparkling diamonds. A slender mesh bracelet adds further enchantment to this lovely fashion watch. Incabloc protects the precision-accurate 25*-jewel movement. (6 oz.)
19-5602 W6250 10K White Rolled Gold Plate . . . . . $113.75
19-5610 W6250 10K Yellow Rolled Gold Plate . . . . . 113.75



[7] **Laverne** . . . so tiny, it will slip through a ring! And so lovely, she will treasure it always. Precision 17-jewel movement is Incabloc protected against shock. Sculptured 10K rolled gold plate case; dainty gold filled expansion bracelet. (6 oz.)
19-5552 W3150 10K Yellow Rolled Gold Plate . . . . . $59.95
19-5560 W3150 10K White Rolled Gold Plate . . . . . 59.95

[8] **Watchlette Joy "25"** . . . stunning new bracelet watch for casual or dress wear. Classic rolled gold plate case is accented with wide faceted end pieces and contour bracelet band. Precision-accurate 25*-jewel movement is shock-protected by Incabloc. (6 oz.)
19-5578 W3250 Yellow Rolled Gold Plate . . . . . $59.95
19-5586 W3250 White Rolled Gold Plate . . . . . 59.95

**Includes RESEVOIL (U.S. Pat. No. 2478865) oil reserve jewels that add extra jewels to the customary 17 friction-bearing jewels to assure better service, longer wear*

***Guaranteed waterproof while case, crown and crystal remain intact*

*Only the guide line prices shown on this page include Federal Excise Tax*

# WALTHAM

## America's First Watchmaker Since 1850

1 **Premier King "100"** . . . masterpiece of the watchmakers' craft—with 100* jewels! Accurate movement has built in shock absorbers . . . winds itself automatically with every movement of your wrist. Guaranteed waterproof**. 10K yellow gold filled case with matching expansion band. Luminous hour dots and hands, sweep second hand. (9 oz.)
19-5008 W6750 10K Yellow Gold Filled ..... $124.95

2 **Premier Count "100"** . . . magnificent waterproof** watch, mastercrafted with 100* jewels. Self-winding, every motion of your wrist adds to its timekeeping energy. Built-in Incabloc protects the precision-accurate movement against shocks. Handsome all steel case; luminous hour markers and hands, narrow link adjustable expansion band. (9 oz.)
19-5016 W5750 Steel..... $105.00

3 **Starfire "65"** . . . self-winding, waterproof**. 65* jewels transform every motion of your wrist into accurate timekeeping energy. Built-in Incabloc shock absorbers. Dial with luminous hour dots and hands, sweep second hand. Handsome 10K yellow rolled gold plate case; gold filled expansion band. (9 oz.)
19-5024 W5475 10K Yellow RGP..... $99.95

4 **Auto Jet "25"** . . . rugged, handsome 25* jewel dress watch. Winds itself as you wear it. Guaranteed waterproof**. Case has non-corrosive back. Matching expansion band has rich leather trim. Incabloc shock protected. Luminous hands. (9 oz.)
19-5032 W4100 Yellow RGP..... $74.95
19-5057 W3850 Stainless Steel..... 69.95

5 **Auto Rocket** . . . for the sportsman. Sleek and trim, it's a masterpiece of precision. Incabloc protected 17-jewel movement. Self-winding, waterproof**. Handsome chrome or rolled gold plate case, matching combination expansion band. Luminous dial. (9 oz.)
19-5065 W2785 Chrome..... $52.50
19-5073 W2985 Yellow RGP ..... 55.00

6 **Auto Monroe** . . . self-winding calendar watch. Tells the time and date! Incabloc shock-protected 17-jewel movement. Luminous dial and hands, sweep second hand. Waterproof** case with non-corrosive back. Matching expansion band. (9 oz.)
19-5081 W3675 Yellow RGP..... $67.50
19-5099 W3575 Chrome..... 65.00

7 **Auto Blazer** . . . waterproof**, self-winding—this very attractive dress watch keeps accurate time under all conditions! Shockproof (Incabloc) 17-jewel movement has an unbreakable mainspring. Tailored steel case and matching combination expansion band are handsome on your wrist. Sweep second hand. (9 oz.)
19-5115 W3195 Steel..... $59.95

**Includes RESEVOIL (U.S. Pat. No. 2478865) oil reserve jewels that add extra jewels to the customary 17 friction-bearing jewels to assure better service, longer wear*

***Guaranteed waterproof while case, crown and crystal remain intact.*

*Only the guide line prices shown on this page include Federal Excise Tax*

Waterproof

# WALTHAM

... masterpieces of design and precision

[1] **Ronald "25"** . . . a champion on all counts! 25*-jewel movement is accurate to the split second; has Incabloc shock protection and an unbreakable mainspring. Textured gold filled expansion band accents the bold simplicity of the handsome square case of yellow rolled gold. (9 oz.)
19-5123 W2850 Yellow Rolled Gold Plate ..... $52.50

[2] **Ocean Dart "25"** . . . debonair waterproof** dress-sports watch with luminous dial and hands. You can depend on the fine 25 jewel* movement, shock-protected by Incabloc. Tailored round case; combination expansion band. Red sweep second hand. (9 oz.)
19-5149 W2950 Yellow RGP..... $54.95
19-5156 W2795 Stainless Steel..... 52.00

[3] **Gregory "25"** . . . an aristocratic 25* jewel dress watch that's contour-curved to fit your wrist comfortably. Handsomely masculine 10K yellow gold filled case and matching adjustable expansion band. Incabloc shock protection is built in. Unbreakable mainspring. Easy-to-read white dial. (9 oz.)
19-5164 W4250 10K Yellow Gold filled..... $79.95

[4] **Ocean Flame** . . . rugged calendar watch shows the date as well as the time. Waterproof** case; expansion band with leather trim. Sweep second hand; luminous dial. Precision-accurate 17-jewel Incabloc protected movement. (9 oz.)
19-5214 W2645 Yellow RGP..... $49.95
19-5230 W2450 Chrome..... 47.50

[5] **Ocean Falcon** . . . military type waterproof** with accurate 17-jewel movement, shock-protected by Incabloc. Streamlined case has stainless steel back, comfortable expansion band. Luminous dial and hands. Unbreakable mainspring. (9 oz.)
19-5198 W1645 Chrome..... $34.95
19-5206 W2195 Yellow RGP..... 39.95

[6] **Union Pacific "25"** . . . slim 25* jewel pocket watch. First choice of railroad men, mechanics, farmers, engineers. Legible dial has large numerals, fully numbered minute track. Shockproof by Incabloc; unbreakable mainspring. Black leather fob. (12 oz.)
19-5172 W3195 10K Yellow RGP..... $59.95
19-5180 W2465 Chrome..... 45.00

*Includes RESEVOIL (U.S. Pat. No. 2478865) oil reserve jewels that add extra jewels to the customary 17 friction-bearing jewels to assure better service, longer wear*

***Guaranteed waterproof while case, crown and crystal remain intact*

*Only the guide line prices shown on this page include Federal Excise Tax*

# GRUEN

## Since 1874
## the Precision Watch

*Once you've owned a Gruen you'll know, along with countless others, why Gruen is the acknowledged leader in fine watch making. Combining the skill of perfection-conscious craftsmen with the knowing touch of world famous stylists, Gruen watches stand unrivaled in precision, unduplicated in styling. All Gruen watches are anti-magnetic. Each has an unbreakable mainspring and new patented shock- and dustproof crown.*

*Only the guide line prices shown on this page include Federal Excise Tax*

[1] **Nanette** . . . tiny, utterly feminine! Delicate oval case, so pretty on a slender wrist, is 10K rolled gold plate. 17-jewel Gruen precision movement with unbreakable mainspring. Tapered expansion bracelet. (6 oz.)

| | |
|---|---|
| 19-6501 W3750 10K White RGP | $69.95 |
| 19-6519 W3750 10K Yellow RGP | 69.95 |

[2] **Dale** . . . has a clean, unadorned splendor that makes it exceptionally lovely. Faceted, square case and slender expansion band add a touch of glamour to your wrist. Gruen 17-jewel movement keeps accurate time always. (6 oz.)

| | |
|---|---|
| 19-6527 W3550 14K Yellow Gold | $64.95 |
| 19-6543 W3550 14K White Gold | 64.95 |

[3] **Joy** . . . exquisitely dainty, fastidious in detail! Thin, lovely oval case is 14K gold. Slender expansion bracelet continues from the gracefully swirled end pieces. 17-jewel Gruen precision movement, unbreakable mainspring. (6 oz.)

| | |
|---|---|
| 19-6550 W4100 14K White Gold | $74.95 |
| 19-6568 W4100 14K Yellow Gold | 74.95 |

[4] **Diamond Lady** . . . like twinkling stars, 4 diamonds sparkle in the intricately designed end pieces. A slender mesh band adds further enchantment to the petite round case. Accurate 17-jewel movement, unbreakable mainspring. (6 oz.)

| | |
|---|---|
| 19-6576 W4850 14K White Gold | $89.95 |
| 19-6584 W4850 14K Yellow Gold | 89.95 |

[5] **Golden Swirl** . . . exquisite in its simplicity. The watch, a tiny circle in an oval case of gold with swirling end pieces. Lovely—and accurate to the split second! 17-jewel movement has an unbreakable mainspring. Metal mesh band. (6 oz.)

| | |
|---|---|
| 19-6592 W3550 14K White Gold | $64.95 |
| 19-6600 W3550 14K Yellow Gold | 64.95 |

[6] **Lubel** . . . pretty-as-a-posy petal shaped case of 10K rolled gold plate houses Gruen's 17-jewel precision movement with unbreakable mainspring. Sparkling slender expansion bracelet has Florentine inserts. (6 oz.)

| | |
|---|---|
| 19-6618 W2410 10K Yellow RGP | $44.95 |
| 19-6634 W2410 10K White RGP | 44.95 |

The prices shown in this catalog may or may not be the prevailing retail prices in your community, but are merely value guides for comparable merchandise in leading stores throughout the nation

# GRUEN

[1] **Sea Shell . . .** dressy waterproof* watch with an easy-to-read full numeral dial. It's the perfect choice for nurses, beauticians, technicians, all women to whom accurate "time at a glance" is of utmost importance. Tailored chrome-plated case houses an accurate 17-jewel movement with unbreakable mainspring. Narrow links form the matching expansion band. (6 oz.)
19-6642 W2205 Chrome ..... $39.95

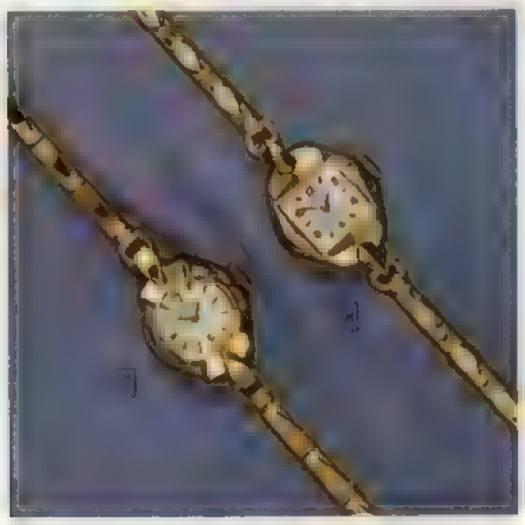
[2] **Mermaid . . .** smartly simple, tailored waterproof* watch has just the right fashion touch for the active sports woman. Perfect for nurses, beauticians, lab technicians . . . full numeral dial is easy to read at a glance. Round case holds a precision accurate 17-jewel movement with unbreakable mainspring. Matching expansion bracelet band. (6 oz.)
19-6659 W2810 Yellow Rolled Gold Plate ..... $52.50

[3] **Winnie . . .** simple, but with just the right fashion touch for dress occasions. The expansion bracelet band of slender faceted links carries out the ultra feminine look of the small pillow shaped case. 17-jewel Gruen precision-accurate movement has an unbreakable mainspring. (6 oz.)
19-6667 W2495 10K Yellow Rolled Gold Plate ..... $46.50
19-6675 W2495 10K White Rolled Gold Plate ..... 46.50

[4] **Rhoda . . .** a minute masterpiece! The petite modernistic looking oval case of 10K rolled gold plate is highlighted with tapered end pieces and a unique faceted crystal. Dressy black cord band is a classic accent. Gruen's 17-jewel precision movement with unbreakable mainspring is dependably accurate.
19-6683 W2945 10K White Rolled Gold Plate ..... $53.95
19-6691 W2945 10K Yellow Rolled Gold Plate ..... 53.95

[5] **Diamond Stacy . . .** 2 brilliant diamonds are set in dainty wrought end pieces that look like tiny blossoms. Slender intricately faceted link expansion bracelet accents the dainty case. 17-jewel Gruen precision-accurate movement with unbreakable mainspring. (6 oz.)
19-6709 W2895 10K Yellow Rolled Gold Plate ..... $52.50
19-6725 W2895 10K White Rolled Gold Plate ..... 52.50

[6] **Diamond Modiste . . .** you'll treasure this elegant way to keep track of time. Four brilliantly beautiful diamonds highlight the scalloped tonneau case of 10K rolled gold plate. Unfailing accurate 17-jewel Gruen movement has an unbreakable mainspring. Narrow link expansion band. (6 oz.)
19-6733 W3995 10K White Rolled Gold Plate ..... $71.50



[7] **Carol . . .** delicate faceted case has dainty clover-leaf shaped end pieces. Expansion bracelet band of narrow faceted links holds it comfortably on your wrist. Gruen's 17-jewel precision accurate movement ticks the minutes away with dependable accuracy. Unbreakable mainspring. (6 oz.)
19-6758 W2325 10K Yellow Rolled Gold Plate ..... $42.95
19-6766 W2325 10K White Rolled Gold Plate ..... 42.95

[8] **Lucerne . . .** regal simplicity, timeless beauty in a fashionable cushion shaped watch with narrow expansion band of faceted links. Both are 10K rolled gold plate. Precision 17-jewel Gruen movement with unbreakable mainspring—your assurance of accurate timekeeping always. Dome crystal. (6 oz.)
19-6774 W2325 10K Yellow Rolled Gold Plate ..... $42.95
19-6782 W2325 10K White Rolled Gold Plate ..... 42.95

*Guaranteed waterproof while case, crown and crystal remain intact*
*Only the guide line prices shown on the [illegible] plus Federal Excise Tax*

# GRUEN

## Since 1874 the Precision Watch

All Gruen watches have precision movements with unbreakable mainsprings. All are anti-magnetic . . . and have dust- and shockproof crowns

1 **Autowind Jason** . . . self-winding 25-jewel Gruen precision movement. Wear this waterproof*, shock-resistant watch anytime, anywhere. 10K rolled gold plate case with stainless steel back; matching expansion band. Unbreakable mainspring; luminous dial; sweep second hand. (9 oz.)
19-6006 W4995 10K Yellow RGP. . . . . $92.00

2 **Autowind Encore** . . . self-winding 25-jewel Gruen precision movement. You need never wind it by hand! Waterproof*, resists shocks. Chrome-plated case with stainless steel back and matching expansion band never lose their handsome good looks. Unbreakable mainspring, sweep second hand. (9 oz.)
19-6014 W3700 Chrome. . . . . $69.95

3 **Autowind Corvair** . . . husky, handsome, with yellow rolled gold plate case and matching expansion band Give it a jolt, get it wet—it's waterproof* and shock-resistant! 25-jewel precision accurate movement. Sunburst dial with nite-glo markers, hands; sweep second hand. (9 oz.)
19-6022 W4200 Yellow RGP. . . . . $77.00

4 **Autowind Tiros** . . . 23-jewel executive watch tells the date and the time automatically. Self-winding, waterproof* shock-resistant, non-magnetic . . . wear it without a worry. Case has 10K yellow rolled gold plate top, stainless steel back. Nite-glo dial; expansion band. (9 oz.)
19-6048 W4895 10K Yellow RGP. . . . . $90.00

5 **Autowind Delta** . . . self-winding waterproof* watch with a 17-jewel Gruen precision movement. Unbreakable mainspring. Shock-resistant. See in the dark nite-glo dial has raised polished markers; sweep second hand. Handsome all steel case with matching expansion band. (9 oz.)
19-6055 W3495 Steel. . . . . $59.95

6 **Autowind Winslow** . . . waterproof*, shock-resistant, winds itself with the normal motions of your wrist! 17-jewel precision movement has an unbreakable mainspring. Handsome streamlined chrome-plated case with stainless steel back; matching expansion band. Sunburst dial with raised markers. (9 oz.)
19-6063 W2993 Chrome. . . . . $55.00

**Guaranteed waterproof while case, crown and crystal remain intact*
*Only the guide line prices shown on this page include Federal Excise Tax*

# GRUEN

[1] **Veri-Thin Knight . . .** a circle of gold held to your wrist with a rich alligator band. Florentine bezel design adds elegance to the 14K gold case . . . it's modern styling at its best. For accuracy —Gruen's 17-jewel precision movement with unbreakable mainspring. (9 oz.)
19-6071 W6500 14K Yellow Gold.....$120.00

[2] **Duke . . .** distinctive, elegant! Gleaming 14K gold case and matching expansion band are ruggedly handsome, truly masculine. Shock-protected 17-jewel Gruen precision movement with unbreakable mainspring is accurate to the split second. (9 oz.)
19-6089 W5350 14K Yellow Gold..... $97.50

[3] **Blade . . .** a handsome watch for the man of good taste. Yellow rolled gold plate case has a stainless steel back. 17-jewel Gruen precision movement with unbreakable mainspring is shock- and dust-resistant, anti-magnetic. Easy-to-read dial. Expansion band. (9 oz.)
19-6097 W2574 Yellow RGP ..... $47.95

[4] **Horizon . . .** a distinguished dress watch, as rugged as it is handsome. Has a 17-jewel movement with unbreakable mainspring. Anti-magnetic, shock- and dust-resistant, waterproof* too. Chrome case with stainless steel back; matching expansion band. Nite-glo dial. (9 oz.)
19-6105 W1935 Chrome..... $35.95

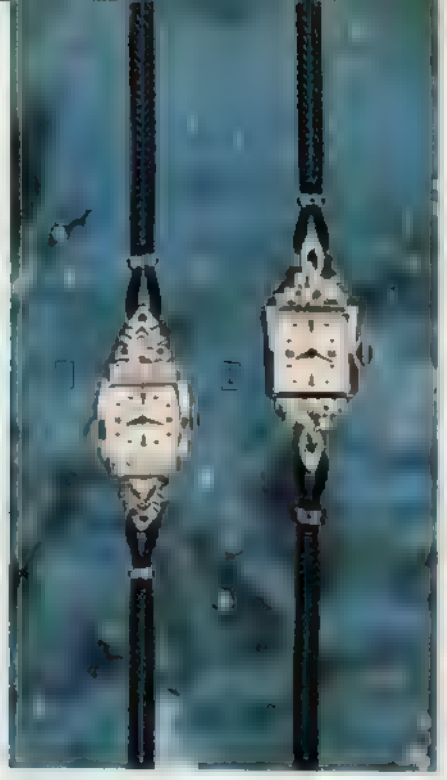
[5] **Veri-Thin Atlas . . .** shadow slim with tailored styling—the look discriminating men prefer. 17-jewel precision movement with unbreakable mainspring. Shock-resistant, anti-magnetic. Ro.led gold plate case has stainless steel back. Expansion band. Nite-glo dial. (9 oz.)
19-6113 W2755 Yellow RGP..... $51.50

Waterproof

[6] **Autowind David . . .** self-winding 17-jewel watch. A masterpiece of design! Waterproof*—and precision accurate to the split second. Shockproof, anti-magnetic; has an unbreakable mainspring. Clear dial with gold color dimensional hands and markers. Handsome rolled gold plate case with stainless steel back; matching expansion band. (9 oz.)
19-6139 W3595 Yellow Rolled Gold Plate.....$65.00

[7] **Veri-Thin Traveler . . .** very handsome Veri-Thin waterproof* watch in a tailored, shadow-slim steel case. Precision accurate. 17-jewel movement has unbreakable mainspring. Expansion band fits the wrist comfortably, accents the trim slimness of the watch handsomely. See-in-the-dark nite-glo dial. (9 oz.)
19-6147 W2495 Steel..... $47.50

*Guaranteed waterproof while case, crown and crystal remain intact.*
*Only the guide line prices shown on this page include Federal Excise Tax.*



# DIAMOND
## Studded 14K Gold Cases

# HAMILTON
## 22-Jewel Movements

***For her—the glorious gift, the gift of matchless splendor . . . a diamond studded watch with a precision-perfect 22-jewel Hamilton movement housed in a case of 14 karat gold. Each watch is handsomely gift boxed***

[1] **Dainty, Dazzling** . . . endearingly feminine, 10 fiery diamonds enhance the tiny square case . . . add sparkle to the exquisitely carved, heart-shaped end pieces. The 22-jewel Hamilton movement is a masterpiece of precision and accuracy. Has raised hour markers and classic black cord bracelet
19-4001 D15000 14K White Gold. Shpg. wt. 6 oz. . . . . $275.00

[2] **Radiantly Beautiful** . . . its petite square shape dramatically emphasized by 12 brilliant diamonds that twinkle in the elaborately sculptured end pieces. A simple black cord band clasps this beauty to your wrist. Depend on the famous 22-jewel Hamilton movement for a lifetime of accuracy and service
19-4019 D16250 14K White Gold. Shpg. wt. 6 oz. . . . . $300.00

[3] **A Dozen Diamonds . . .** blaze gloriously at the curved ends of this elegant oval watch. Simply dazzling on your wrist. Within the case, a 22-jewel Hamilton movement keeps the time with unfailing split-second accuracy. Watch is held in place by a simple black cord band. Has raised hour markers
19-4027 D18250 14K White Gold. Shpg. wt. 6 oz. . . . . $350.00

[4] **A Watch of Unmistakable Splendor!** Like twinkling stars 10 brilliant diamonds sparkle with fiery radiance at the ends of the petite square case. The famous 22-jewel Hamilton movement is precision-accurate to the split second. Raised hour markers. Sophisticated black cord band
19-4035 D22500 14K White Gold. Shpg. wt. 6 oz. . . . . $440.00

[5] **Tiny, Simply Exquisite**—its lovely oval case [illegible] sparkling diamonds. 2 large brilliant diamonds accent the ornamental end pieces. You can depend on the famous 22-jewel Hamilton movement for precision accuracy to the split second. With raised hour markers, classic black cord bracelet
19-4043 D27500 14K White Gold. Shpg. wt. 6 oz. . . . . $500.00

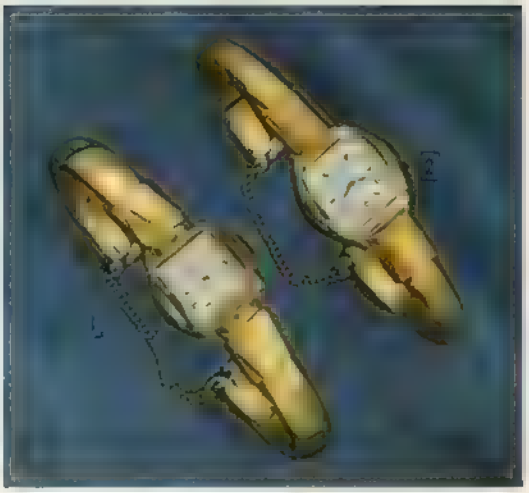
[6] **42 Brilliant Diamonds** add infinite glamour to this precious watch. They form a sparkling frame for the tiny circular dial and glisten proudly from the swirling end pieces. A simple black cord band clasps this beauty to your wrist. Precision-accurate 22-jewel Hamilton movement
19-4068 D36000 14K White Gold. Shpg. wt. 6 oz. . . . . $650.00

[7] **Ultra Small,** yet magnificent in beauty and precision 18 brilliant diamonds gleam radiantly in the gracefully swirled end pieces. Inside the case . . . a superb 22-jewel Hamilton movement that's guaranteed for accuracy and dependability. Raised white gold hour markers. Sophisticated black cord band
19-4076 D20750 14K White Gold. Shpg. wt. 6 oz. $400.00

[8] **All Sparkle, All Splendor** . . . its sculptured swirling end pieces set with the flashing magnificence of 12 brilliant diamonds. Petite square case holds a 22-jewel Hamilton movement . . . famous for accuracy, dependability, durability. Raised hour markers. Sophisticated black cord bracelet
19-4084 D23750 14K White Gold. Shpg. wt. 6 oz. . . . . $450.00

*Only the quantities and prices shown on this [illegible] Excepted.*

*Watches shipped from New York; allow 7 days.*



# BENRUS

[1] **Embraceable Jan . . .** a 17-jewel watch and bracelet combined to embrace her wrist beautifully. Sculptured end pieces join case and contoured bracelet in a continuous band of shining rolled gold plate. Supremely accurate movement has an unbreakable mainspring. Bracelet has safety chain. (6 oz.)
19-7657 W3190 10K Yellow Rolled Gold Plate . . . . . $59.95
19-7665 W3190 10K White Rolled Gold Plate . . . . . 59.95

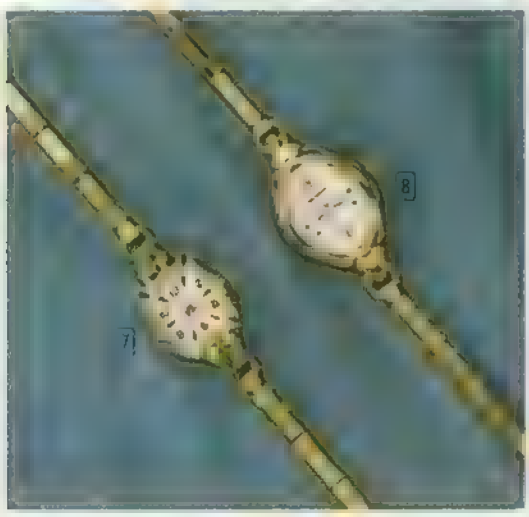
[2] **Embraceable Florette . . .** a dynamic new design that turns watch and bracelet into one glamorous circle. Sculptured, sleekly modern—the pillow shaped florette has an attractive Florentine finish. A smart, fashionable accessory with a 17-jewel precision movement. Safety chain. (6 oz.)
19-7673 W3750 10K Yellow Rolled Gold Plate . . . . . $69.95
19-7681 W3750 10K White Rolled Gold Plate . . . . . 69.95

[3] **Citation Castle . . .** exceptionally beautiful! The exquisite simplicity of the tiny oval case is accentuated by the triangular sculptured end pieces and the slender links of the matching expansion bracelet. 17-jewel movement with unbreakable mainspring. Unique modern dial. (6 oz.)
19-7749 W3345 10K Yellow Gold Filled . . . . . $62.50
19-7756 W3345 10K White Gold Filled . . . . . 62.50

[4] **Citation Carrie "21". . .** so fashionable, so petite and ladylike! The end pieces of the gently rounded case repeat the flashing faceted design of the beautiful expansion bracelet band. Precision accurate 21-jewel movement means a lifetime of accuracy. Unbreakable mainspring. (6 oz.)
19-7764 W3635 10K Yellow Rolled Gold Plate . . . . . $67.50
19-7772 W3635 10K White Rolled Gold Plate . . . . . 67.50

[5] **Citation Golden Chris . . .** stunning simplicity for the woman of fashion. Benrus brackets the 10K gold case with daintily shaped sculptured end pieces and adds a unique and lovely tapering expansion bracelet band of faceted links. 21-jewel movement is supremely accurate. Safety chain. (6 oz.)
19-7780 W3970 10K Yellow Gold . . . . . $72.50
19-7798 W3970 10K White Gold . . . . . 72.50

[6] **Citation Golden Crown . . .** an enchanting petite round watch! The slim case and tapering end pieces accent the simplicity and elegance of the small circular dial with bar markers. A tapered expansion bracelet band of flexible links adds a final touch of beauty. 17-jewel movement with unbreakable mainspring. (6 oz.)
19-7806 W4930 14K Yellow Gold . . . . . $90.00
19-7814 W4930 14K White Gold . . . . . 90.00




[7] **Miss Jane . . .** a slender strand of timekeeping splendor. Fashionable and gracefully feminine—sculptured end pieces join the tiny square shaped case with the narrow faceted link expansion bracelet band. 17-jewel movement is precision accurate, has unbreakable mainspring. Anti-magnetic. (6 oz.)
19-7699 W3415 10K Yellow Rolled Gold Plate . . . . . $62.50
19-7715 W3415 10K White Rolled Gold Plate . . . . . 62.50

[8] **Miss Belle . . .** graceful daintiness and smart simplicity characterize every line of this lovely oval watch and its narrow expansion bracelet band of slim, faceted links. Depend on the shock-resisting 17-jewel movement for accurate timekeeping always. Unbreakable mainspring. (6 oz.)
19-7723 W2640 10K Yellow Rolled Gold Plate . . . . . $49.50
19-7731 W2640 10K White Rolled Gold Plate . . . . . 49.50

*Only the guide line prices shown on this page include Federal Excise Tax*

The prices shown in this catalog may or may not be the prevailing retail prices in your community, but are merely value guides for comparable merchandise in leading stores throughout the nation.

# BENRUS

**Official Watch of Famous Airlines**

[1] **Citation Chieftan "39"** . . . masterpiece of design and precision accuracy. Has a 39-jewel self-winding movement. The motions of your wrist renew its time-keeping energy. Guaranteed waterproof*; shock-protected, anti-magnetic. Gold color dial, luminous hands, sweep second hand. Expansion band. (9 oz.)
19-7046 W4790 20 Micron Yellow Gold Plate** $90.00

[2] **Auto-Count** . . . tailored to a man's taste. Ruggedly handsome in its simplicity—Auto-Count is waterproof*, has a self-winding, shock protected 17-jewel movement plus a calendar feature that marks the date as well as the time. Luminous hands, unbreakable mainspring, expansion band. (9 oz.)
19-7053 W4490 20 Micron Yellow Gold Plate** $82.50

[3] **Citation Captain "25"** . . . wins top honors for supreme accuracy! Waterproof*, shock-absorbent, self-winding—and the 25-jewel movement has an unbreakable mainspring. Thin round case, combination expansion band. Luminous hands, sweep second hand. Everything a man wants in a watch! (9 oz.)
19-7061 W4490 20 Micron Yellow Gold Plate** $85.00

[4] **Nordic** . . . winds itself as you wear it, can't overwind. Guaranteed waterproof*, anti-magnetic, shock-protected—keeps perfect time under rugged conditions. 17 jewels. Luminous hands, sweep second hand. Stainless steel case, expansion band. (9 oz.)
19-7004 W3390 White dial . . . . . $59.50
19-7012 W3390 Black dial . . . . . 59.50

[5] **Surfmatic** . . . at the peak of perfection in design and precision! Its "heart" is Benrus' 17-jewel self-winding movement. Shock-protected, anti-magnetic. Luminous full figure dial with sweep second hand. Waterproof* yellow case with stainless steel back. Matching adjustable expansion band. (9 oz.)
19-7038 W3790 20 Micron Yellow Gold Plate** $69.95

[6] **Whirlwind "25"** . . . supremely accurate! Shock-protected 25-jewel movement winds itself automatically with the movements of your wrist. Guaranteed waterproof*. Stainless steel case and expansion band. Luminous dial, sweep second hand. (9 oz.)
19-7194 W3990 White dial . . . . . $71.50
19-7210 W3990 Black dial . . . . . 71.50

** Guaranteed waterproof while case, crown and crystal remain intact*

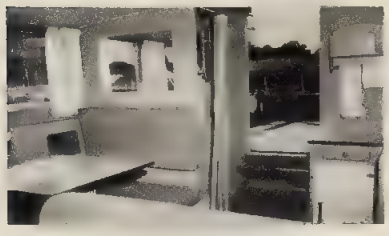
*** 20 Micron Gold Plate is a superb heavy gold plating developed in Switzerland*

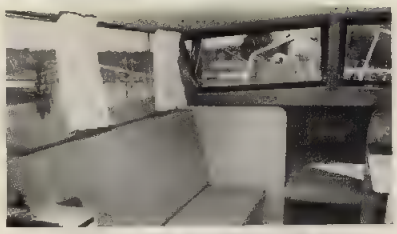
*Only the guide line prices on this page include Federal Excise Tax*

# NEW 30' BROADWATER
# 210 hp—6 Sleeper
# $6290*

*Bow rail and hardtop optional at extra cost

Look what Broadwater has put within easy reach of boating families this time! From bow to stern, from mast light to keel the new 30' Bay Breeze is built as a boat should be. Every inch has been designed to make the sleeping, cooking, eating, and relaxing as pleasant and roomy as possible. Broadwater's devotion to quality materials and workmanship is obvious throughout the entire boat. Tasteful use of modern vinyls and component parts of fiberglass has reduced maintenance to a minimum. For the good life at its best and at a price YOU can afford, make your next boat a BROADWATER "30."





**FEATURES**

210 hp. Chrysler—Hyd. Trans.—Morse Single Lever Controls—Steermaster Steering — Muffler — Home-Size Storage Areas (full length wardrobe, 8 big drawers, medicine cabinet, storage steps, rod and reel locker, vanity, etc.). Full carpeting, headliner, vinyl-covered forward deck, aft cockpit, vinyl-covered cabin top 30 gal. fiberglass fresh water tank. Roomy convertible dinette, private full-height lavatory with vanity, modern galley and many other "most wanted" features—everything a family needs for boating fun.

**BROADWATER BOATS** DEPT. M

MAYO, MD.

**ESTABLISHED DEALERS!**
**Get your Franchise information TODAY!**

321

# Dolls & Toys for Every Gift Occasion

Shipped From Chicago or New York Stocks

### 36" WALKING DOLL

5882T865—36" all vinyl, fully jointed walker doll, also sits and stands with ease. Has vinyl turning head, sleeping eyes, rooted pony tail hair with bangs, ribbon bow. Dressed in a pinafore, panties, shoes and socks. Ship. wt. 8 lbs. **Retail $14.98**

### 25" BRIDE DOLL

5877T439—A 25" bride doll, all vinyl with jointed arms and legs. Moveable eyes, with fully rooted hair. Dressed in white lace bridal gown over white nylon slip. White veil. Ship. wt. 6 lbs. **Retail $7.95**

### 32" TODDLES WALKER

5881T865—All vinyl jointed arms and legs, moveable eyes, rooted hair. Can stand by herself and walks, with someone by her side. Dressed in smock style jumper or pinafore, long sleeved blouse, panties, shoes and socks. Ship. wt. 7 lbs. **Retail $9.98**

### 36" PRINCESS DOLL

5887T865—From Walt Disney's "Babes in Toyland." Movie. A very pretty walker, [illegible] has rooted long pink hair and [illegible] dressed in taffeta gown, dress [illegible] and tiara. Ship. wt. 6 lbs. **Retail $12.98**

## Lovable Dolls in Trunks with Wardrobe

**13" Pixie—Drink and Wet—Fully Jointed**

5878T600—13" all vinyl fully jointed drink and wet baby, turning head, sleeping eyes, rooted curly hair with ribbon bow, wears smock dress, leotards. Wardrobe consists of [illegible] bonnet, combination, nylon pajamas, two-piece underwear, robe, diaper, socks, shoes, soap, sponge and bottle. Ship. wt. 4 lbs. **Retail $9.00**

**10½" Teenage Pollyanna—Fully Jointed**

5879T665—10½" all vinyl fully jointed teenage doll, turning head, sleeping eyes, rooted long blonde hair, wears "Pollyanna" outfit of gingham [illegible] with [illegible] ruffles, eyelet petticoat, matching pantaloons with ruffles, plaid cuffs, straw bonnet, high-heeled shoes. Complete wardrobe. Ship. wt. 3 lbs. **Retail $9.98**

5880T800—French Poodle. The [illegible] Made of [illegible] Bouquet of flowers in basket. Has real eyes with eyelashes, embroidered nose and mouth. Height 16". Color combination of grey with white. Ship. wt. 5 lbs. **Retail $12.00**

5881T333—Barney Rubble. [illegible] Ship. wt. 2 lbs. **Retail $5.00**

5882T400—Musical Cuddle Cat. Mail [illegible] Swiss music box. Ship. wt. 4 lbs. **Retail $6.00**

5883T333—Fred Flintstone. [illegible] Ship. wt. 2 lbs. **Retail $5.00**

5884T800—Parisian Poodle. [illegible] Made of [illegible] Ship. wt. 5 lbs. **Retail $12.00**

**"SNUGGLES" . . . *A Movin' Doll! 20 inches.*** She's s-o-o-o s-o-o-o-o-!! Moves just like a baby; her head rotates and body twists! All this while music plays (windup music box in back of doll). Isn't she pretty in a pink blended dress trimmed with blue/white "choo-choo train" applique ricrac? Diaper and boot es, too. Vinyl head, arms, legs; moving eyes; rooted pixie hair, cloth body (cotton and foam stuffed). Individually boxed. Weight 3 lbs. 4 oz.

5871T665 . . . . . Retail $9.95

**"TEAR-DROP" . . . *16-piece Layette and Carrying Case! 16 inches.*** Drinks, wets, cries tears! Washable vinyl/poly body; movable arms, legs; open/close eyes, rooted bobbed hair. With knitted cotton shirt and pants. Layette: Nylon parchment dress, lace trimmed; matching bonnet, shoes, socks; checked cotton sunsuit, printed flannel kimono; flannel blanket; booties; tissues; powder puffs, soap; sponge clothes pins; rattle; bottle; pacifier; diaper. Individually boxed.

2775T665 Weight 4 lbs. 4 oz . . . . . Retail $9.95

# Lovable Dolls

*For children everywhere! And their toyland dreams and their wonderful world of make-believe . . . and their heartfelt need for a doll to love away many, many play hours!*

**"BUNDLE OF JOY" . . . *Huggable! 24 inches.*** So-o-o realistic that a little girl wants to cuddle her close all the time! So-o-o soft vinyl head and floppy arms/legs! Moving eyes, rooted baby pixie hair; cloth-covered and cotton-stuffed body. Dressed in one-piece flannel shirt and diaper, and with adorable rayon pigment wrapper, streaming bow, stitched trimmed. Weight 2½ lbs.

58727539 . . . . . Retail $7.95

**"PATTI CAKE" . . . *Cuddly Infant! 20 inches.*** Squeeze her tummy and she gurgles and claps her hands! A lifelike baby to be cared for! Soft, clinging, cuddling in vinyl, cotton stuffing. Eyes open and shut. Rooted baby pixie hair. Dressed in blended cotton trimmed with schiffli embroidery, picot edging/braid; booties; diaper. Window-boxed. Weight 3 lbs.

5873T539 . . . . . Retail $7.95

# NOTICE

## A&H DOLLS IN BELLS ARE PATENTED

A&H dolls in bells are original and unique—so different they were awarded Patent D 194130 by the U. S. Patent Office. We will enforce this patent against all infringements.

SEE THE FULL LINE OF DOLLS IN BELLS BY

**A&H DOLLS**

43-12 50th Street, Woodside 77, N. Y.

*Showrooms: 200 Fifth Avenue, New York 10, N. Y. Rooms 625, 352*

# TURNOVER?

THE FAST-SELLING NEW amt LINE PRACTICALLY TURNS A STORE INSIDE-OUT!!!

• **THE BIG TRACK** . . . AMT's new Authentic Model Turnpike You actually steer it . . . control speed . . . goes in both forward and reverse. Full 4 by 8 foot layout.

• 3-in-1 CUSTOMIZING KITS • TROPHY KITS • ADVANCED CUSTOMIZING KITS • JR. TROPHY KITS • MODEL BUILDERS HOT ROD SHOP • FRICTION POWERED MODELS • AMT LACQUER & KANDY KOLORS • AMT BODY PUTTY

Write today for complete details and your free copy of the AMT 1963 Catalog

amt **CORPORATION**
BOX 400 MM • TROY, MICHIGAN

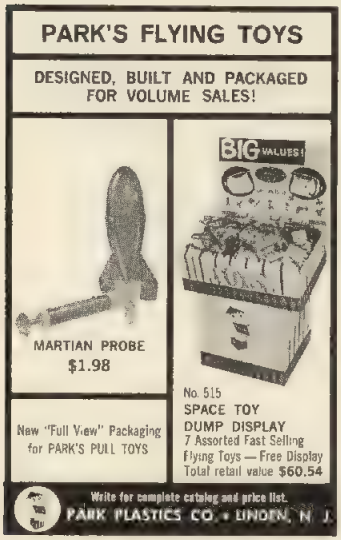
## CLASSIFIED PRODUCTS

***Road Racing Sets (Cont.)***

Dowst Mfg Co (Tootsietoy Div) 600 N Pulaski Rd Chicago 24 Ill
Eldon Inds Co 1475 E El Segundo Blvd Hawthorne Calif
Electric Game Co 109 Lyman St Holyoke Mass
Gilbert A C Co The P O Box 1610 New Haven 6 Conn
ITC Modelcraft (Div of Ideal Toy Corp) 200 5 Av New York 10 N Y
LINES BROS INC 236 5 Av New York 1 N Y
LIONEL CORP 15 E 26 St New York 10 N Y
Merzbach Charles C Co 95 5 Ave NYC 3
Penn Line Mfg Co 225 S Washington St Boyertown Pa
Strombecker (Div of Dowst Mfg Co) 600 N Pulaski Rd Chicago 24 Ill
Tico Toys (Rosbro Plastic Corp) 999 Main St Pawtucket R I
WEN-MAC CORP Sub of A M F 11500 Tennessee Ave Los Angeles 64 Calif
Woodhaven Metal Stamping Co 234 Chestnut Brooklyn 8 N Y

## ROCKET AND MISSILE LAUNCHERS

Ace Toy Mfg Corp 536 Broadway NYC 12
Action Prods Inc 211 Chamber of Commerce Bldg Flushing 54 NY



PARK'S FLYING TOYS
DESIGNED, BUILT AND PACKAGED FOR VOLUME SALES!
BIG VALUES!
MARTIAN PROBE
$1.98
No. 515
SPACE TOY
DUMP DISPLAY
7 Assorted Fast Selling Flying Toys — Free Display
Total retail value $60.54
New "Full View" Packaging for PARK'S PULL TOYS
Write for complete catalog and price list.
PARK PLASTICS CO. • LINDEN, N. J.


Dowst Mfg Co (Tootsietoy Div) 600 N Pulaski Rd Chicago 24 Ill
Giant Plastics Corp 1668 Webster Ave Bronx 57 NY
HASSENFELD BROS INC 1033 Broad St Central Falls R I
HUBLEY MFG CO THE 110 Pitney Rd Lancaster Pa
LINES BROS INC 236 5 Av New York 1 N Y
M E Inc 860 N Vine St Hollywood 38 Calif
Model Missiles Inc 4629 E Cedar Ave Denver 22 Colo
Multiple Prods Corp 1260 Zerega Av Bronx 62 N Y
TRANSOGRAM CO 200 5 Av New York 10 N Y
Tri G Co 1731 Washington Venice Calif
Woodhaven Metal Supply Co 234 Chesnut St Brooklyn N Y

## ROCKETS AND MISSILES, MODEL

Action Prods Inc 211 Chamber of Commerce Bldg Flushing 54 NY
Character Molding Corp 145-84 228 St Springfield Gardens L I N Y
Gladen Enterprises Inc 3530 Wheeler Rd Bay City Mich
LINES BROS INC 236 5 Av New York 1 N Y
Model Missiles Inc 4629 E Cedar Ave Denver 22 Colo
Monogram Models Inc 8601 Waukegan Rd Morton Grove Ill
Newman Premier Corp 992 Gates Av Brooklyn 21 N Y
Revell Inc 4223 Glencoe Av Venice Calif

## ROCKETS AND MISSILES, POWERED

Action Prods Inc 211 Chamber of Commerce Bldg Flushing 54 NY
Action Toy Co 1252 Columbine St Denver Colo
Boyd Specialty Co The 987 Colgate Rd Columbus 13 Ohio
JAK-PAK INC 120 E Detroit St Milwaukee Wis
Model Missiles Inc 4629 E Cedar Ave Denver 22 Colo
PARK PLASTICS CO 104 E Elizabeth Av Linden N J
Tri G Co 1731 Washington Venice Calif

## ROLLER COASTERS

BLAZON INC 1350 Portage Trail Cuyahoga Falls Ohio
Evans S W & Son Inc 4639 Paul St Philadelphia 24 Pa
Herschell Allan Co 1165 Clinton St Box 465 Buffalo 5 N Y
UNIVERSAL MFG CO 415 Hamilton Rd Bossier City La

## ROLLING PINS

Childhood Interests Inc Roselle Park N J
STRATTON CO 120 Depot St Wilton Me

Monaural $2.59 Each

Stereo $3.69 Each

## HOW TO ORDER

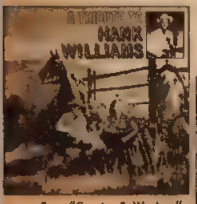
State record title and Catalog Number from tables below. $2.59 price for monaural, $3.69 price for stereo. All play at 33⅓ RPM and are 12-in. in size. Ship. wt. 12 oz. each. Christmas albums available after Nov. 1, 1963.

# Top Stars...Major Labels

## AT WARDS MONEY-SAVING LOW PRICES

| Artist | Title | Label | Monaural Cat. No. | Stereo Cat. No. |
|---|---|---|---|---|
| **CHRISTMAS Albums . . . Available After November 1, 1963** | | | | |
| Arnold, Eddy | Christmas With E. Arnold | RCA | 62 T 5878 | 62 T 5879 |
| Atkins, Chet | Christmas With C. Atkins | RCA | 62 T 5103 | 62 T 5104 |
| Boone, Pat | White Christmas | Dot | 62 T 5127 | 62 T 5128 |
| Brennan, Walter | 'Twas Night Before Christmas | Liberty | 62 T 5893 | 62 T 5894 |
| Como, Perry | Season's Greetings | RCA | 62 T 5100 | 62 T 5101 |
| Cornell, Ray | Christmas With R. Cornell | Columbia | 62 T 5145 | 62 T 5146 |
| Crawford, Jesse | Christmas (Organ) | Decca | 62 T 5686 | 62 T 5687 |
| Crosby, Bing | Merry Christmas | Decca | 62 T 5110 | 62 T 5111 |
| Crosby, Bing | That Christmas Feeling | Decca | 62 T 5115 | 62 T 5116 |
| Ford, Ernie | Star Carol | Capitol | 62 T 5140 | 62 T 5141 |
| Ford, Rita | A Music Box Christmas | Columbia | 62 T 5124 | 62 T 5126 |
| Francis, Connie | Christmas In My Heart | MGM | 62 T 5144 | ..... |
| Hamlin, Ken | Organ Plays At Christmas | Columbia | 62 T 5157 | 62 T 5684 |
| Ives, Burl | Christmas Eve | Decca | | |
| Kostelanetz, Andre | Joy To The World | Columbia | 62 T 5130 | 62 T 5131 |
| Lennon Sisters | Christmas With Lennons | Dot | 62 T 5131 | 62 T 5132 |
| Lombardo, Guy | Jingle Bells | Decca | 62 T 5108 | 62 T 5698 |
| Lubeli, Norman | Songs of Christmas (Choir) | Columbia | 62 T 5147 | ..... |
| Mantovani | Christmas Music | London | 62 T 5134 | 62 T 5135 |
| Mathis, Johnny | Merry Christmas | Columbia | 62 T 5142 | 62 T 5143 |
| Miller, Mitch | Christmas Sing Along | Columbia | 62 T 5138 | 62 T 5 36 |
| Miller, Mitch | Holiday Sing Along | Columbia | 62 T 5137 | 62 T 5 37 |
| Presley, Elvis | Elvis' Christmas Album | RCA | 62 T 5108 | 62 T 5048 |
| Rheams, Robert | Organ Themes (Carols) | Liberty | 62 T 5689 | 62 T 5690 |
| Vee, Bobby | Merry Christmas | Liberty | 62 T 5691 | 62 T 5692 |
| Warring, Fred | Twas Night Before Christmas | Decca | 62 T 5102 | 62 T 5684 |
| Welk, Lawrence | Jingle Bells | Coral | 62 T 5112 | 62 T 5685 |
| Welk, Lawrence | Silent Night (Other Carols) | Dot | 62 T 5133 | 62 T 5680 |
| Wells, Kitty | Christmas Day | Decca | 62 T 5101 | 62 T 5683 |
| **INSTRUMENTALS . . . for Appreciative Listening and Dancing Enjoyment** | | | | |
| Allen, Steve | Gravy Waltz (Others) | Dot | 62 T 5604 | 62 T 5605 |
| Bernstein, Elmer | To Kill A Mockingbird | Ava | 62 T 5619 | 62 T 5620 |
| Castle, Jo Ann | Ballad of Jed Clampett | Dot | 62 T 5629 | 62 T 5630 |
| Cracknell, Frank | Lawrence of Arabia (Others) | London | 62 T 5605 | 62 T 5607 |
| Eddy, Duane | Dance With The Guitar Man | RCA | 62 W 5786 | 62 W 5787 |
| Eddy, Duane | "Twang", A Country Song | RCA | 62 T 5631 | 62 T 5632 |
| Eddy, Duane | Twistin 'n Twangin' | RCA | 62 T 5235 | 62 T 5633 |
| Gray, Glen | Themes From Great Bands | Capitol | 62 W 5801 | 62 W 5805 |
| Griffin, Ken | Anniversary Songs (Organ) | Columbia | 62 T 5623 | 62 T 5624 |
| Griffin, Ken | Sailing Time (Organ) | Columbia | 62 T 5625 | 62 T 5626 |
| Hamilton, Joe | Fly Me To The Moon | Kapp | 62 T 5608 | 62 T 5609 |
| Hirt, Al | Our Man in New Orleans | RCA | 62 W 5784 | 62 W 5785 |
| Kostelanetz, Andre | Highlights 16 Best Operas | Columbia | 62 T 5627 | 62 T 5628 |
| Lombardo, Guy | Lombardo With A Beat | Capitol | 62 T 56 1 | 62 T 56 4 |
| Lombardo, Guy | Sweetest Music Side Heaven | Decca | 62 T 5608 | 62 T 5609 |
| Mancini, Henry | Our Man In Hollywood | RCA | 62 W 5782 | 62 W 5783 |
| Morelli | The Surfing Scene | Liberty | 62 T 5617 | 62 T 5618 |
| Nelson, Sandy | Drummin' Up A Storm | Imperial | 62 T 5450 | 62 T 5451 |
| Nelson, Sandy | Teal The Conquering Hero | RCA | 62 W 5761 | 62 W 5762 |
| Rene Orchestra | In Dynagroove (Cleopatra) | RCA | 62 T 5942 | 62 T 5943 |
| Shearing, George | Bossa Nova | Capitol | 62 T 5615 | 62 T 5616 |
| Slaten, Felix | Our Winter Love | Liberty | 62 T 5695 | 62 T 5696 |
| Vaughn, Billy | Sukiyaka (11 Other Hits) | Dot | 62 T 5641 | 62 T 5642 |
| Ventures | Country Classics | Dolton | 62 T 5621 | 62 T 5622 |
| Welk, Lawrence | Mr. Music Maker | Dot | 62 T 5598 | 62 T 5597 |
| Welk, Lawrence | Moon River | Dot | 62 W 5720 | 62 W 5721 |
| Welk, Lawrence | 1962 Early Hits | Dot | 62 T 5633 | 62 T 5634 |
| Welk, Lawrence | Bossa Nova Time | Dot | 62 W 5767 | 62 W 5768 |
| Wright, George | Pipe Organ Concert | Dot | 62 T 5602 | 62 T 5603 |
| Wright & Kendall | Great Hymns (Organ/Chimes) | Dot | 62 T 5687 | 62 T 5698 |

| Artist | Title | Label | Monaural Cat. No. | Stereo Cat. No. |
|---|---|---|---|---|
| **POPULAR VOCALISTS . . . Favorite Selections for Everyone** | | | | |
| Anka, Paul | 21 Golden Hits | RCA | 62 T 5637 | 62 T 5638 |
| Autry, Gene | Golden Hits | RCA | 62 T 5638 | 62 T 5640 |
| Beach Boys | Surfin' Safari | Capitol | 62 T 5911 | 62 T 5912 |
| Bennett, Tony | I Wanna Be Around | Columbia | 62 W 5317 | 62 W 5318 |
| Bennett, Tony | My Heart Is San Francisco | Columbia | 62 W 5521 | 62 W 5522 |
| Chakiris, George | Memories Are Made Of These | Capitol | 62 W 5896 | 62 W 5897 |
| Chamberlain, R. | TV's Dr. Kildare Sings | MGM | 62 T 5980 | 62 T 5981 |
| Chandays | Pipeline (Others) | Dot | 62 T 5955 | 62 T 5956 |
| Charles, Ray | Best Sellers, Vol. I | Atlantic | 62 W 5898 | ..... |
| Chiffons | He's So Fine (Others) | Laurie | 62 T 5637 | ..... |
| Christy Minstrels | In Person | Columbia | 62 W 5810 | 62 W 5811 |
| Christy Minstrels | Talk Today | Columbia | 62 T 5982 | 62 T 5983 |
| Como, Perry | Como's Golden Hits | RCA | 62 W 5708 | 62 W 5728 |
| Como, Perry | I Believe | RCA | 62 T 5294 | 62 T 5295 |
| Darren & Fabares | Teenage Triangle | Colpix | 62 T 5930 | 62 T 5931 |
| Dale, Dick | Surfers' Choice | Capitol | 62 T 5990 | 62 T 5981 |
| Davis, Jr., Sammy | As Long She Needs Me (Others) | Reprise | 62 T 5986 | 62 T 5987 |
| Davis, Jr., Sammy | Kind Of Cool Am I? (Others) | Reprise | 62 T 5988 | 62 T 5989 |
| Dion | Greatest Hits | Laurie | 62 W 5982 | ..... |
| Dion | Sings To Sandy (Others) | Laurie | 62 T 5936 | ..... |
| Domino, Fats | Walking To New Orleans | Imperial | 62 T 5925 | ..... |
| Edwards, Vincent | Sweet Edwards Sings | Decca | 62 W 5442 | 62 W 5428 |
| Ely & Servings | Ballad of Jed Clampett | Columbia | 62 W 5945 | 62 W 5946 |
| Ford, Frankie | Favorite Hymns | Capitol | 62 W 5826 | 62 W 5827 |
| Ford, Frankie | Sings The Cross | Capitol | 62 W 5780 | 62 W 5782 |
| Four Seasons | Big Girls Don't Cry (Others) | Vee Jay | 62 T 5694 | ..... |
| Four Seasons | Sherry and 11 Others | Vee Jay | 62 W 5874 | ..... |
| Francis, Connie | Movie Million Picture Hits | MGM | 62 T 5982 | 62 T 5983 |
| Frane, Jonnie | Follow The Boys | MGM | 62 T 5982 | 62 T 5985 |
| Godfrey, Arthur | Greatest Hits | Columbia | 62 T 5923 | ..... |
| Gorme, Eydie | Blame It On The Bossa Nova | Columbia | 62 T 5984 | 62 T 5985 |
| Gould, Robert | Sincerely Yours | Columbia | 62 W 5312 | 62 W 5813 |
| Gould, Robert | Wonderful World Of Love | Columbia | 62 T 5976 | 62 T 5977 |
| Horton, Johnny | Greatest Hits | Columbia | 62 W 5937 | 62 W 5938 |
| Ives, Burl | Meet Burl | Decca | 62 T 5952 | 62 T 5954 |
| Jan & Deca | Take Linda Surfin' | Liberty | 62 T 5936 | 62 T 5939 |
| Kingston Trio | New Frontier | Capitol | 62 W 5834 | 62 W 5835 |
| Lettermen | College Standards | Capitol | 62 T 5978 | 62 T 5979 |
| Limeliters | Makin' A Joyful Noise | RCA | 62 T 5934 | 62 T 5935 |
| Mantovani, Monaco | World's Great Love Songs | London | 62 W 5914 | 62 W 5915 |
| Milne, Johnny | Johnny's Newest Hits | Columbia | 62 T 5974 | 62 T 5975 |
| Meader, Vaughn | First Family, Vol. II | Cadence | 62 T 5635 | 62 T 5636 |
| Miller, Mitch | Family Sing Along | Columbia | 62 T 5630 | 62 T 5631 |
| Nelson, Rick | For Your Sweet Love | Decca | 62 T 5940 | 62 T 5941 |
| Nelson, Rick | It's Up To You | Imperial | 62 W 5896 | ..... |
| Newley, Anthony | Peak Performances | London | 62 T 5958 | ..... |
| Presley, Elvis | Girls Girls Girls | RCA | 62 W 5860 | 62 W 5861 |
| Presley, Elvis | Golden Records, Vol. I | RCA | 62 W 5707 | 62 W 5342 |
| Presley, Elvis | Golden Records, Vol. II | RCA | 62 W 5709 | 62 W 5343 |
| Presley, Elvis | It Happened At World a Fair | RCA | 62 T 5932 | 62 T 5933 |
| Robbins, Marty | More Great Hits | Columbia | 62 W 5739 | 62 W 5740 |
| Rogers, Roy | Riding To Glory | Capitol | 62 T 5687 | 62 T 5689 |
| Sherman, Allan | My Son, The Folk Singer | Warner | 62 W 5851 | 62 W 5852 |
| Stewart, Sandy | My Coloring Book | Colpix | 62 W 5909 | 62 W 5910 |
| Tornadoes | Tristar (Other Hits) | London | 62 T 5926 | ..... |
| Vee, Bobby | Golden Greats (15 Hits) | Liberty | 62 T 5928 | 62 T 5929 |
| Vee, Bobby | Night Has A Thousand Eyes | Liberty | 62 T 5926 | 62 T 5927 |
| Ventures | Surfing | Dolton | 62 T 5956 | 62 T 5958 |
| Welk, Lawrence | Spring Along Party | Dot | 62 W 5884 | 62 W 5885 |
| Williams, Andy | Days of Wine Roses (Others) | Columbia | 62 T 5972 | 62 T 5973 |
| Williams, Andy | Moon River & Movie Themes | Columbia | 62 W 5304 | 62 W 5305 |




From "Country & Western"

From "Broadway Shows"

# Package of 5 Record Albums $4.77 Each

MONAURAL OR STEREO

**Enjoy 2½ Hours of Music** Make your selections from 4 different musical groupings. Country & Western; Instrumental; All-Time Dance Favorites; Broadway Shows. Each package contains 5 records with over 47 selections. (12-in. 33⅓ RPM records.) Ship. wt. 4 lbs.

COUNTRY/WESTERN HAS MUSIC OF: "Jimmy Dean"; "Hank Williams"; "Banjo Pickin' & Fiddlin'"; "Country and Western Hit Parade"; "Western Themes".

62 T 5990—MONAURAL ONLY. Package $4.77

INSTRUMENTAL PACKAGE HAS: "Tribute to Ken Griffin"; "Brave Bulls"; "Harmonica"; "Heart of Hawaii"; "Band Leaders Salute".

62 T 5991—MONAURAL.....Package $4.77

62 T 5992—STEREO.....Package 4.77

ALL TIME DANCE FAVORITES HAS MUSIC OF: "Tommy Dorsey"; "Andre Previn"; "Dixieland"; "Glenn Miller"; "Bossa Nova".

62 T 5993—MONAURAL.....Package $4.77

62 T 5994—STEREO.....Package 4.77

BROADWAY SHOW PACKAGE INCLUDES MUSIC OF: "South Pacific"; "My Fair Lady"; "Oklahoma"; "Gigi"; "Sound of Music".

62 T 5995—MONAURAL.....Package $4.77

62 T 5996—STEREO.....Package 4.77

Additional Record Selections. Other Record Cabinets. Phono and TV Carts and Record Accessories on Pages 805, 806, 807 Fall Book.

# ALLIED DOLL & TOY CORP.

*and* **PICTURE BOOK TOYS,** DIVISION

New York Office:
Room 463, 200 Fifth Ave.
New York 10, N. Y.

**ALLIED DOLL and TOY CORP.**

PICTURE BOOK TOYS, DIV.SION

4116 First Avenue Brooklyn 32, N. Y.

**HALSAM**
PRODUCTS COMPANY

*American Bricks*
*Alphabet Blocks*
*Play Tiles, Chess*
*Checkers, Anagrams*
*American Logs*

*

*General Offices*
3610 Touhy Ave. Chicago 45
RO 4-8770

*New York Showroom*
550, 200 Fifth Avenue

**American Maid**
*Carriages,*
*Strollers, Coaches*
**Lawnplay**
*Croquet*

*

*General Offices*
South Bend 23, Indiana
AT 9-9275

*West Coast Office*
Suite L41
1933 So. Broadway
Los Angeles, California

*New York Showroom*
424, 200 Fifth Avenue

FOR 30 YEARS THE WORLD'S
MOST BELOVED GROW-UP TOYS

**HOLGATE TOYS**
*Toys that train*
*and entertain*

*Write for Our Catalog Today!*

**HOLGATE TOYS, INC.**
DIVISION OF HALSAM PRODUCTS CO.
3610 TOUHY AVE. • CHICAGO 45, ILL.
Room 550—200 Fifth Ave. • New York, N.Y.

***playskool***
***press***

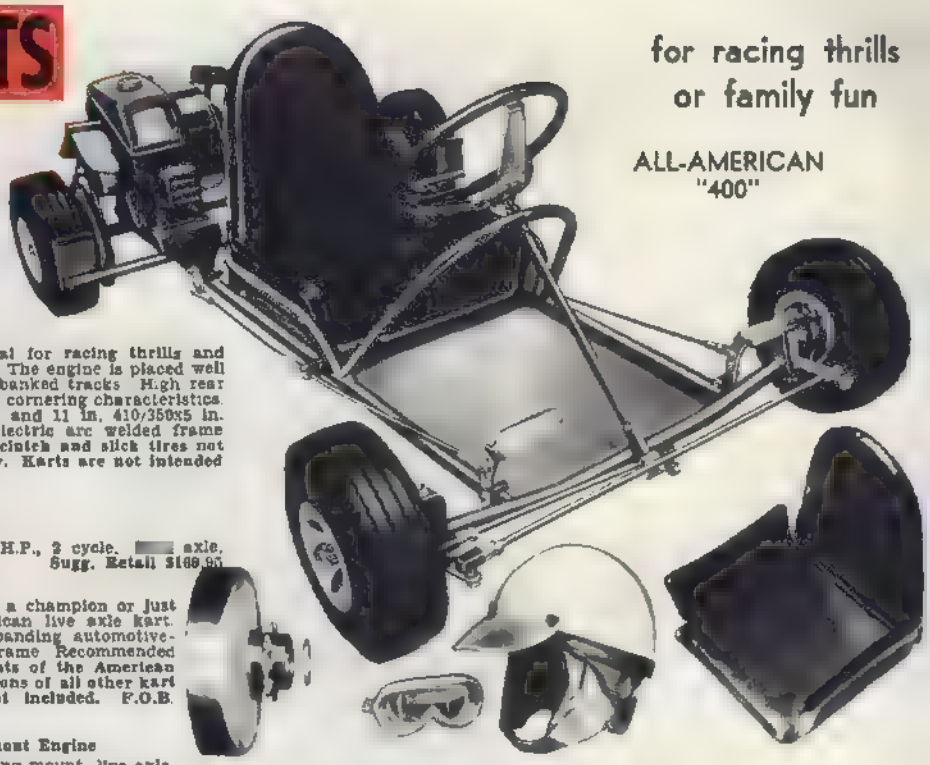
*Playskool Magic Phono,*
*Learning While Listening*
*Records, Modeling Dough,*
*Wood Jig-Saw Puzzles*

*General Offices*
3720 N. Kedzie Ave.,
Chicago 18
JU 8-7100

*New York Showroom*
426-428, 200 Fifth Avenue

# ALL-AMERICAN GO-KARTS

for racing thrills or family fun



ALL-AMERICAN "400"

**For thrills or fun it's the live axle All-American! Designed and tested by the nation's top drivers, the All-American is as action-packed and responsive as the world's finest sports cars. It's the most trackworthy, funworthy Kart built. Built by master craftsmen to the highest standards. Kar-traction steering, beam-balanced weight distribution, track lever center of gravity, precision bearings, finished in brilliant "racing red" enamel with chromed and plated parts, tru-stop brakes and LeMans racing wheels.**

The whole family is wild about Go-Karts—they're ideal for racing thrills and provide fun for the whole family. Completely assembled. The engine is placed well forward on the chassis to eliminate 'fish-tailing' on unbanked tracks. High rear axle lowers the engine and the center of gravity for better cornering characteristics. Permanently sealed bearings. 10 in. 350/300x5 in front, and 11 in. 410/350x5 in. rear pneumatic tread tires. Has 46 in. wheel base. Electric arc welded frame finished in vivid 'racing red" enamel. Seat upholstery, clutch and slick tires not included. **Recommended for use on private property only. Karts are not intended for use on public ways. F.O.B. Wisconsin Factory.**

**All-American "400"**

**3893TF12784**—Kart with one Clinton A-400 engine—2½ H.P., 2 cycle, [redacted] axle, chain drive, quick-change sprocket. Ship. wt. 110 lbs. **Sugg. Retail $169.95**

Whether you seek fame or fun, whether you want to be a champion or just drive like one, it's all yours in the all new All-American live axle kart. Features friction-free live-axle drive. Has internal expanding automotive-type brakes for extra-safe operation. Electric arc welded frame. Recommended for use on private property only. Meets all requirements of the American Kart Manufacturer's Association and competition regulations of all other kart racing organizations. Engine and seat upholstery not included. F.O.B. Wisconsin Factory.

**All-American "500" Live Axle Racing Kart Without Engine**

**3904TF13537**—Kart complete with vibration absorbing swing mount, live axle, LeMans magnesium racing wheels, and quick-change sprocket on precision taper lock hub. Equipped with racing slick tires for better cornering. Finished in brilliant "Candy Apple" red with chrome trim. Ship. wt. 85 lbs. **Sugg. Retail $179.95**

**Choice of Engines and Mounting Kits for the All-American "500".** Kit includes sprocket, chain guard, engine mount, throttle hookup, etc. Ship. wt. 25 lbs.

| | Sugg. Retail |
|---|---|
| 3969TF4134—Clinton 2½ HP Engine and Kit | $ 84.95 |
| 3970TF6391—West Bend 580B 5 HP Engine and Kit | 84.95 |
| 3971TF8647—West Bend 610L 6 HP Engine and Kit | 114.95 |
| [redacted] West Bend [redacted] HP Engine and [redacted] | 124.95 |

## GO-KART ACCESSORIES

**3973TF1501**—**Fairbanks Morse Push-Start Clutch.** Rugged heavy duty 4¼" fully automatic racing clutch automatically engages when you depress the accelerator. Special push-start feature locks in clutch when you push the kart to start engine. Ship. wt. 2 lbs. **Sugg. Retail $19.95**

**3974TF1312**—**LeMans Safety Helmet with Goggles.** Required on all tracks. Finest fiberglass helmet featuring heavy foam padding. Sizes 6⅞-7½. Specify Size. Goggles are jet pilot style with removable lens. Wt 3 lbs. **Retail $17.45**

**3914TF899**—**Seat Upholstery.** Beautiful Naugahyde with thick foam padding. Ship. wt. 3 lbs. **Sugg. Retail $11.95**

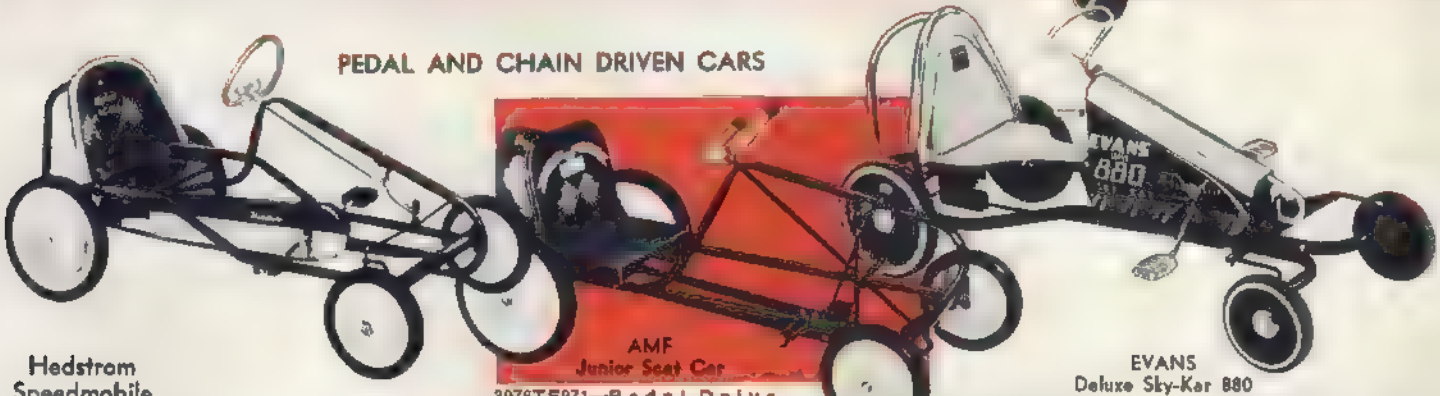
## MARK IV MOTORIZED RACER

Recommended for Use On Private Property

- Completely Assembled
- Pace Setting Features

**3858TF8900—BerBro Mark IV Motorized Racer.** Body: Tubular steel spot welded; baked Black enamel finish. Metal seat back and fire wall. Seat pad. Front wheels spring suspended. Foot brake and gas pedal. 2½ H.P.; 2-cycle engine; recoil starter. Automatic clutch driving a pulley attached to one rear wheel. 8x1.75 tires. Wheels: 75 lb. load each; rear, 1000 lb. tensile strength, ball bearing mounted; front, mounted on grafoil. Carries 300 lbs. running weight. L. 57", H. 20", W. 24", wheel base 40" tread 22½". Max. speed 20 miles per hour. 2¾" ground clearance. Ship. wt. 70 lbs. **F.O.B. Rhode Island Factory. Sugg. Retail $129.00**

## PEDAL AND CHAIN DRIVEN CARS




**Hedstrom Speedmobile**

**3975TF1224—Speedmobile.** Tubular frame with chain guard, nylon bearing rear axle holders. Frame Dimensions: 42" long, 22" wide, 21" high. Chain driven. Single block rubber pedals. Tubular aero plane type steering wheel. Large, "Bucket Type" metal seat with white rubber safety edge. Seat and chain guard finished in red enamel. Wheels, steering wheel and chain guard trim finished in white enamel. Ship. wt. 40 lbs. **F.O.B. Massachusetts or Alabama Factory.** **Sugg. Retail $19.50**

**3976TF971—Pedal Drive Junior Seat Car.** Safety first construction and design enable children 3 to 7 to enjoy themselves. Brilliantly colored, easy to ride and control. Sturdy frame construction of ¾" steel tubing, nylon bearing pedal drive adjustable to 5 positions, semi-pneumatic puncture proof tires, retractable footrests for coasting. Bright Red finish with Black and White trim. 39" long, 19½" wide. Packed in one carton, K. D. Ship. wt. 22 lbs. **F.O.B. Illinois Factory.** **Mfr.'s Sugg. Retail $16.50**

**EVANS Deluxe Sky-Kar 880**

**3977TF2200**—The only freewheeling chain-driven unit on the market. Heavy-duty racing frame with chrome trim. Airplane type steering wheel in shining chrome. Forward-Reverse-Neutral Racing Clutch. 7" front, 10" rear wheels. Ball bearing crank, plated hub caps, oilite wheel bearings. Troublefree, heavy-duty racing brake. Seat adjusts to driver, designed to insure comfort. 1½" white sidewall tires. Colors: Black and White with Chrome Trim. Packed in one carton, K. D. Ship. wt. 36 lbs. **F.O.B. Michigan Factory.** **Sugg. Retail $33.50**

**Allow Ample Time for F.O.B. Deliveries**

# *Fine Toys by Tonka . . . Ny-Lint . . . Structo . . . Buddy "L"*

**(A) 5545T532—Tonka Car Carrier.** Carrier of heavy gauge steel. Carrier holds three cars on top with room for two more inside. Lever positions ramp for loading cars. 29" long. Ship wt 8 lbs. **Mfr's. Sugg. Retail $7.98**

**(B) 5546T399—Tonka Dump Truck and Sand Loader.** Endless belt operates by crank on top of sand loader. Hopper raised and lowered by side lever. Dump truck fully workable. Movable tailgate permits straight dumping or spreading. 23¾" long. Ship wt 7 lbs. **Mfr's. Sugg. Retail $5.98**

**(C) 5547T333—Buddy "L" Flat Tire Wrecker.** Plastic-lite cases 2 "C" batteries not supplied. Spare tire and 3 Poly tools supplied. Operating Wrecker Boom. Sturdy Auto Steel construction. Non-Mar tires. Poly Grille Guard. L 16¼". Ship wt 4 lbs. **Mfr's. Sugg. Retail $4.98**

**(D) 5548T467—Buddy "L" Aerial Ladder Fire Engine.** Action Hook-n-Ladder of rugged steel with rotating elevating extension ladder reaching to 30". Poly Grille Guard. Spring Suspension. L 26". Ship wt 5½ lbs. **Mfr's. Sugg. Retail $6.98**

**(E) 5792T333—Structo Ready-Mix Concrete Truck.** Constructed of steel it actually mixes cement. Water-tight drum rotates as truck moves. Fills through hopper on top. Tilts to empty down chute which swings to side when not in use. Windshield with wipers, side-view mirrors and air horns. L. 15½". Ship wt 7 lbs. **Mfr's. Sugg. Retail $4.98**

**(F) 2890T599—Tonka Suburban Pumper.** Hydrant (molded) connects to any standard garden hose. Hydrant hoses on either side of truck, removable trailer or the other. 36" firehose winds or rews with hand crank, has hook for attaching to water equipment. 17¾" L. Ship wt 7 lbs. **Mfr's. Sugg. Retail $8.98**

**(G) 5550T532—Ny-Lint Bulldozer.** Blade has four positions. Wide, sure-grip tracks have heavy traction lugs. Powerful chain winch on rear. Steel construction. 20 ga. baked enamel finish. 14" L. Ship wt 5 lbs. **Mfr's. Sugg. Retail $7.98**

**(H) 5551T599—Tonka Mobile Clam.** Lockable tracks move crane and operate clam bucket. Bucket closes automatically when raised and opens automatically at crane top. Cab swivels 360°. Dual floating rear wheels. 27¾" L. Ship wt 8 lbs. **Mfr's. Sugg. Retail $8.98**

**(J) 5552T333—Structo Hydraulic Dump Truck.** Hydraulic cylinder raises and dumps body when lever is depressed. Non-toxic liquid in cylinder will not stain. White sidewall tires. Windshield with wipers, side view mirrors and air horns are plus features. L. 13-13/16" W. 7-7/16" H. 6-3/16". Ship wt 5 lbs. **Mfr's. Sugg. Retail $4.98**

**(K) 5756T800—Tonka Farm Set.** Plenty of fun combinations with Pick Up & Trailer Farm Stake and Horse Trailer plus animals. Trailers hitch on either truck. Stake Trailer has removable rear panel for unloading livestock. Farm Stake converts into flatbed by removing panels. All toys made of steel. Set boxed. Ship wt 11 lbs. **Mfr's. Sugg. Retail $11.98**

**(L) 5757T1000—Tonka Road Builder Set.** Each unit is an exact duplicate of its counterpart in real life. Grader has adjustable blade. Handle on Sand Loader operates conveyor belt and lever positions hopper. Bulldozer moves on treads and blade height is controlled by lever. Dump Truck and Trailer hitch can spread or dump. Lobuy Trailer has tilt bed platform. All toys made of steel. Ship wt 13 lbs. **Mfr's. Sugg. Retail $14.98**



**Quality Action Toys—Order Early for Christmas Delivery**

FINEST QUALITY STERLING SILVER

**ALVIN STERLING**

Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY

Showing beautifully designed back of handles with name engraved in each
Luncheon Knife, Modern Blade
Illustrations Actual Size

# *Chateau Rose**

SOLID STERLING SILVER

The romance beauty of yesteryear becomes the fashion of today. The revival of elegance in formal decoration reaches back to the Regency and Louis XIV eras, with a touch of Victorian and zest to the ensemble.

"Chateau Rose" is a happy blending of the traditional beauty of these time-favored motifs. As they have been in the past . . . "Chateau Rose" will live in the future, to become one of your cherished heirlooms of tomorrow. Substantial in weight throughout.

Its beautiful highlights are softened to a silvery lustre by its smooth butler finish.

*Trade Marks

## CHATEAU ROSE Pattern By ALVIN . . . Solid Sterling Silver . . . 925/1000 Fine

### CHATEAU ROSE OPEN STOCK—STAPLE PIECES

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 4303K3432—Teaspoons | Dozen | $ 57.24 |
| 4321K5076—Luncheon Knives | Dozen | 84.60 |
| 4314K5724—Luncheon Forks | Dozen | 95.40 |
| 4325K5724—Dinner Knives | Dozen | 95.40 |
| 4317K7200—Dinner Forks | Dozen | 120.00 |
| 4330K4584—Cream Soup Spoons | Dozen | 76.32 |
| 4309K5232—Dessert Spoons | Dozen | 87.24 |
| 4339K3924—Butter Spreaders | Dozen | 65.40 |
| 4340K3924—H H Butter Spreaders | Dozen | 65.40 |
| 4337K4740—Individual Salad Forks | Dozen | 79.08 |

**A Practical Service Set of Chateau Rose is ideal as a gift for the bride or an anniversary occasion. Always useful and enduring.**

### The Place Setting Plan

COMPOSITION OF A PLACE SETTING:

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon—(Not Illustrated)
- Individual Salad Fork
- Individual Butter Spreader—(Not Illustrated)

SINGLE PLACE SETTINGS—6 PIECES

| | Mfr's. Sugg. Retail |
|---|---|
| 116K2291—Luncheon Size | $38.18 |
| 115K2468—Dinner Size | 41.14 |

SINGLE PLACE SETTINGS—5 PIECES

(Composition Same as Above Less Butter Spreader)

| | Mfr's. Sugg. Retail |
|---|---|
| 294K1984—Luncheon Size | $32.73 |
| 295K2141—Dinner Size | 35.68 |

FINEST QUALITY STERLING SILVER

# ALVIN STERLING

**Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY**

## *French Scroll**

**SOLID STERLING SILVER**

***A flourishing prelude to the styles of tomorrow***

The fantasy of scrolls from the LOUIS XV and LOUIS XVI periods [illegible] meticulously moulded into a series of sweeping graceful curves [illegible] to reflect beautifully the scintillating highlights created by its soft undulating surfaces. [illegible] to this lovely pattern.

Here, in ALVIN'S newest sterling pattern, FRENCH SCROLL... is a style developed in keeping with the restrained elegance for modernized sterling patterns now in vogue. Its classic lines evolved during the reign of the kings LOUIS, in the years 1700 to 1800. Soft Butler Finish.

*Trade Mark

## The Place Setting Plan

### COMPOSITION OF A PLACE SETTING

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Cream Soup Spoon—(Not Illustrated)
- Individual Salad Fork
- Individual Butter Spreader—(Not Illustrated)

**Single Place Settings—6 Pieces**

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 389K2291 | Luncheon Size | $38.18 |
| 388K2468 | Dinner Size | 41.14 |

**Single Place Settings—6 Pieces**
(Composition Same as Above Less Butter Spreader)

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 391K1964 | Luncheon Size | $32.73 |
| 390K2141 | Dinner Size | 35.58 |

### OPEN STOCK—STAPLE PIECES—PER DOZEN

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 6003K3432 | Teaspoons | Dozen $ 57.24 |
| 6024K5676 | Luncheon Knives | Dozen 84.60 |
| 6014K5724 | Luncheon Forks | Dozen 95.40 |
| 6025K5724 | Dinner Knives | Dozen 95.40 |
| 6017K7200 | Dinner Forks | Dozen 120.00 |
| 6030K4584 | Cream Soup Spoons | Dozen 76.32 |
| 6009K5232 | Dessert Spoons | Dozen 87.24 |

### OPEN STOCK—FANCY PIECES—PER DOZEN

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 6039K3924 | —Butter Spreaders | Dozen $65.40 |
| 6040K3924 | Butter Spreaders H.H. | Dozen 65.40 |
| 6037K4740 | Indiv. Salad Forks | Dozen 79.08 |
| 6029K2124 | Coffee Spoons | Dozen 35.40 |
| 6031K4584 | Iced Tea Spoons | Dozen 76.32 |
| 6033K3276 | Oyster Forks | Dozen 54.60 |
| 6090K5892 | Steak Knives | Dozen 98.16 |
| 6091K5568 | Steak Forks | Dozen 92.76 |

### OPEN STOCK—FANCY PIECES—EACH

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 6052K791 | —Tablespoons | Each $13.18 |
| 6058K791 | Cold Meat Fork | Each 13.18 |
| 6046K791 | Gravy Ladle | Each 13.18 |
| 6077K573 | Butter Knife | Each 9.55 |
| 6051K436 | Sugar Spoon | Each 7.27 |
| 6064K573 | —Sugar Tong | Each 9.55 |
| 6092K1418 | 2 Pc. Steak Set | Each 23.64 |
| 6088K2318 | 2 Pc. Oliver Set | Each 38.64 |
| 6089K3477 | 3 Pc. Carving Set | Each 57.96 |
| 6072K791 | Pie Server | Each 13.18 |
| 6056K382 | —Butter Pick Olive Fork | Each 6.36 |
| 6045K491 | —Cream or Sauce Ladle | Each 8.18 |
| 6070K491 | —Jelly Server | Each 8.18 |
| 6059K1159 | —Salad Fork, Serving | Each 19.32 |
| 6050K1159 | Salad or Berry Spoon | Each 19.32 |
| 6044K382 | Bon Bon or Nut Spoon | Each 6.36 |
| 6061K286 | Lemon Fork | Each 4.77 |
| 6075K956 | Tomato Server | Each 15.91 |
| 6067K436 | Cheese Scoop | Each 7.27 |
| 6094K709 | Cake Separator | Each 11.82 |
| 6095K791 | Pierced Tablespoon | Each 13.18 |



**Prices Do Not Include 10% Federal Excise Tax**

FINEST QUALITY STERLING SILVER

# ALVIN STERLING

**Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY**

## *Pirouette*

### SOLID STERLING SILVER

A symphony of beauty is reflected in this lovely new pattern in Alvin Sterling. Delicate flowers blend gracefully with soft-flowing, fluted scrolls, to mold a design of enduring loveliness and traditional beauty.

Pirouette is a distinctively new pattern, reflecting the radiance and romance of the Renaissance which so properly belongs with the decor of today and tomorrow.

It is a pattern that will always lend charm to your table. Brilliant finish.

The Place Setting Plan

### COMPOSITION OF A PLACE SETTING

Place Knife • Place Fork • Teaspoon
Place Spoon (Not Illustrated)
Individual Salad Fork
Indiv. Butter Spreader H H (Not Illustrated)

**Single Place Setting—6 Pieces**

| | | Mfr's Sugg. Retail |
|---|---|---|
| 661K2291 | Place Size | $38 18 |

**Single Place Setting—5 Pieces**
(Composition same as above less butter spreader)

| | | Mfr's Sugg Retail |
|---|---|---|
| 662K1984 | Place Size | $32 73 |

### OPEN STOCK—STAPLE PIECES

| | | | Mfr's. Sugg. Retail |
|---|---|---|---|
| 6903K3432 | Teaspoons | Dozen | $57 24 |
| 6925K5076 | Place Knives | Dozen | 84 60 |
| 6917K5724 | Place Forks | Dozen | 95.40 |
| 6937K4740 | Indiv Salad Forks | Dozen | 79 08 |
| 6930K3584 | Place Spoons | Dozen | 76 32 |
| 6940K3924 | Butter Spreaders H H | Dozen | 65.40 |

### OPEN STOCK—FANCY PIECES

| | | | Mfr's. Sugg Retail |
|---|---|---|---|
| 6933K3276 | Oyster Forks | Dozen | $54.60 |
| 6929K2124 | Coffee Spoons | Dozen | 35.40 |
| 6931K4584 | Iced Tea Spoons | Dozen | 76 32 |
| 6990K5892 | Steak Knives | Dozen | 98.16 |
| 6991K5568 | Steak Forks | Dozen | 92.76 |
| 6944K382 | Bon Bon or Nut Spoon | Each | 6.36 |
| 6977K573 | —Butter Knife | Each | 9.55 |
| 6956K382 | Butter Pick/Olive Fork | Each | 6.36 |
| 6992K1418 | 2 Pc Steak Set | Each | 23 64 |
| 6988K1636 | 3 Pc Roast Carving Set | Each | 27.28 |

### OPEN STOCK—FANCY PIECES

| | | | Mfr's. Sugg Retail |
|---|---|---|---|
| 6958K791 | Cold Meat Fork | Each | $13 18 |
| 6967K436 | Cheese Server | Each | 7.27 |
| 6945K491 | Cream or Sauce Ladle | Each | 8.18 |
| 6946K791 | —Gravy Ladle | Each | 13.18 |
| 6970K491 | Jelly Server | Each | 8 18 |
| 6961K286 | Lemon Fork | Each | 4 77 |
| 6972K791 | —Pie Server | Each | 13.18 |
| 6959K1159 | Salad Fork, Serving | Each | 19 32 |
| 6950K1159 | Salad or Berry Spoon | Each | 19.32 |
| 6951K436 | —Sugar Spoon | Each | 7.27 |
| 6964K573 | Sugar Tongs | Each | 9.55 |
| 6952K791 | Tablespoon | Each | 13.18 |
| 6975K955 | —Tomato Server | Each | 15.91 |
| 6994K709 | Cake Separator | Each | 11 82 |
| 6995K791 | Pierced Tablespoon | Each | 13.18 |

FINEST QUALITY STERLING SILVER

# ALVIN STERLING

**Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY**

## *Prince Eugene**

### SOLID STERLING SILVER

An authentic interpretation of the late 17th and early 18th century French Renaissance. A fashion created for the lavish use of Kings LOUIS XIII and LOUIS XIV and in high favor today as an ultimate in decorative beauty.

PRINCE EUGENE, for whom this exquisite pattern was named, was born in Paris in 1663, and spent much time in lovely Vienna, then the seat of [illegible]. When Vienna was threatened by the Turks [illegible], Prince EUGENE, [illegible] Victories gained for him the everlasting gratitude of the people.

PRINCE EUGENE is a heavy-weight, [illegible] stock pattern [illegible]. Butter Knife and Pie Server are Mirror-Finish, Stainless Steel. Illustrated . . . Luncheon Knife and Fork, Teaspoon and Salad Fork . . . actual size.

*Trade Marks

### The Place Setting Plan

**COMPOSITION OF A PLACE SETTING:**

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon—(Not Illustrated)
- Individual Salad Fork
- Individual Butter Spreader — (Not Illustrated)

**Single Place Settings—6 Pieces**

| | Mfr's. Sugg. Retail |
|---|---|
| 126K2658—Luncheon Size | $44.32 |
| 125K2905—Dinner Size | 48.41 |

**Single Place Settings—5 Pieces**

(Composition Same as Above Less Butter Spreader)

| | Mfr's. Sugg. Retail |
|---|---|
| 284K2305—Luncheon Size | $38 41 |
| 283K2550—Dinner Size | 42 50 |

### EXTRA HEAVY WEIGHT

**OPEN STOCK—STAPLE PIECES**

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 5503K4260— | [illegible] Dozen | $ 70 92 |
| 5521K5568 | Luncheon Knives Dozen | 92 76 |
| 5514K6876— | Luncheon Forks Dozen | 114.60 |
| 5525K6876— | Dinner Knives Dozen | 114 60 |
| 5517K8508 | Dinner Forks Dozen | 141 84 |
| 5530K5400— | Cream Soup Spoons Dozen | 90 00 |
| 5509K6060— | Dessert Spoons Dozen | 100.92 |
| 5539K4260 | Butter Spreaders Dozen | 70 92 |
| 5540K4260— | Butter Spreaders HH Dozen | 70.92 |
| 5537K5568— | Indiv. Salad Forks Dozen | 92.76 |

**OPEN STOCK—FANCY PIECES—PER DOZEN**

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 5529K2292— | Coffee Spoons Dozen | $ 38 16 |
| 5531K5568— | Ice Tea Spoons Dozen | 92.76 |
| 5533K3924— | Oyster Forks Dozen | 65.40 |
| 5590K6540 | Steak Knives Dozen | 109 08 |
| 5591K5892 | Steak Forks Dozen | 98.16 |

**OPEN STOCK—FANCY PIECES—EACH**

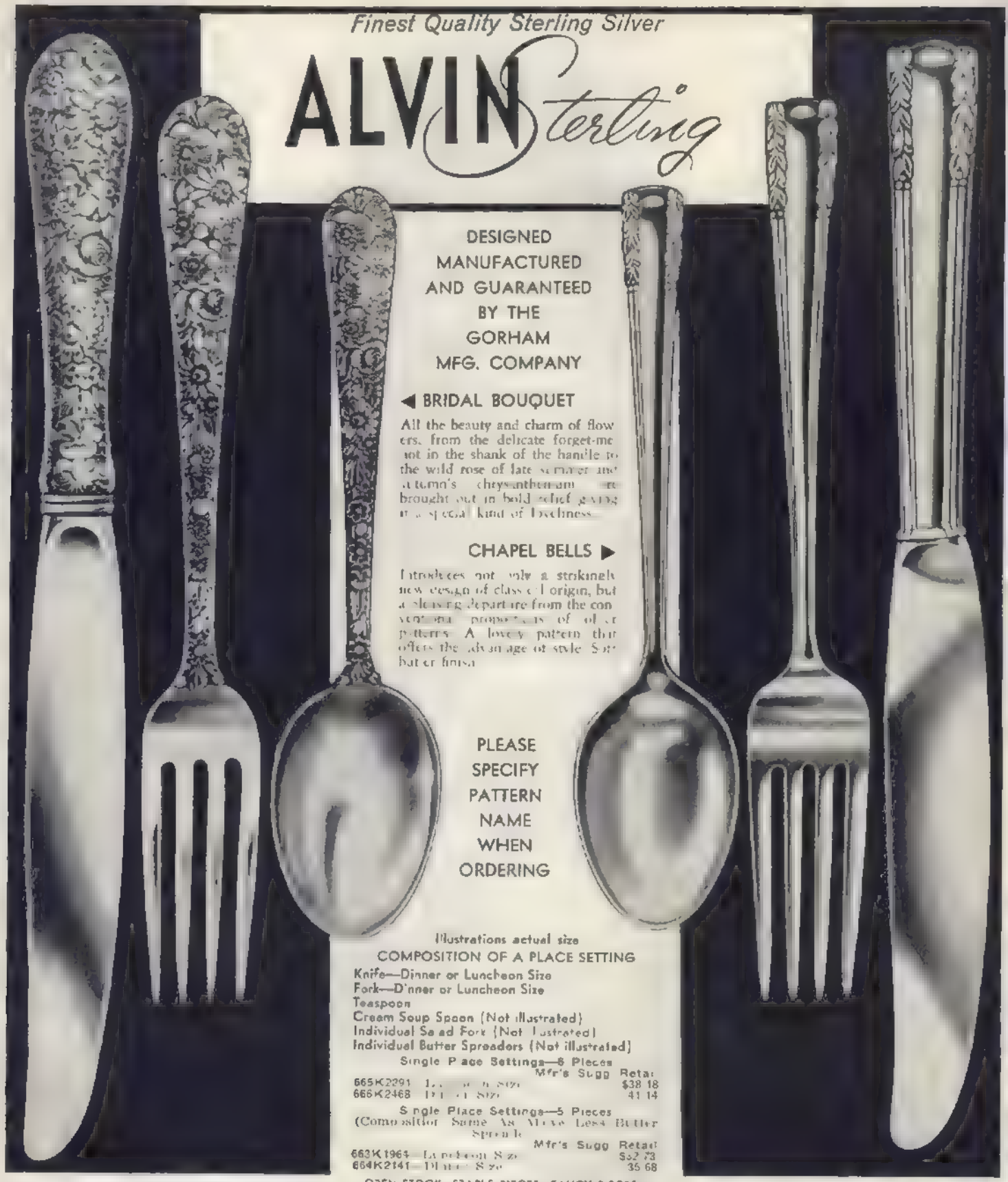
| | | | Mfr's. Sugg. Retail |
|---|---|---|---|
| 5552K791 | Tablespoon | Each | $13 18 |
| 5558K791 | Cold Meat Fork | Each | 13 18 |
| 5546K791 | —Gravy Ladle | Each | 13 18 |
| 5577K573 | Butter Knife | Each | 9 55 |
| 5551K436 | Sugar Spoon | Each | 7 27 |
| 5564K573 | Server, Tong | Each | 9 55 |
| 5632K1418 | 2 Pc Steak Set | Each | 23 64 |
| 5588K2318 | 2 Pc Carving Set | Each | 38 64 |
| 5584K3477 | 2 Pc Carving Set | Each | 57 96 |
| 5572K791 | Pie Server | Each | 13 18 |
| 5556K382 | Butter Individual Fork | Each | 6 36 |
| 5545K491 | Cream or Sauce Ladle | Each | 8 18 |
| 5570K491 | Jelly Server | Each | 8 18 |
| 5559K1159 | Salad Fork, Serving | Each | 19 32 |
| 5558K1159 | Salad or Berry Spoon | Each | 19 32 |
| 5544K382 | Bon Bon or Nut Spoon | Each | 6 36 |
| 5567K286 | Lemon Fork | Each | 4 77 |
| 5575K955 | Tomato Server | Each | 15 91 |
| 5567K436 | —Cheese Server | Each | 7 27 |
| 5594K709 | Cake Separater | Each | 11.82 |
| 5595K791 | Pierced Tablespoon | Each | 13 18 |



**Sterling Flatware Is Subject to the 10% Federal Excise Tax**

*Finest Quality Sterling Silver*

# ALVIN Sterling



DESIGNED
MANUFACTURED
AND GUARANTEED
BY THE
GORHAM
MFG. COMPANY

### ◀ BRIDAL BOUQUET

All the beauty and charm of flowers, from the delicate forget-me-not in the shank of the handle to the wild rose of late summer and autumn's chrysanthemum are brought out in bold relief giving it a special kind of freshness.

### CHAPEL BELLS ▶

Introduces not only a strikingly new design of classic origin, but a pleasing departure from the conventional properties of silver patterns. A lovely pattern that offers the advantage of style. Satin butler finish.

PLEASE
SPECIFY
PATTERN
NAME
WHEN
ORDERING

Illustrations actual size

## COMPOSITION OF A PLACE SETTING

Knife—Dinner or Luncheon Size
Fork—Dinner or Luncheon Size
Teaspoon
Cream Soup Spoon (Not Illustrated)
Individual Salad Fork (Not Illustrated)
Individual Butter Spreaders (Not Illustrated)

**Single Place Settings—8 Pieces**

| | | Mfr's Sugg. Retail |
|---|---|---|
| 665K2291 | Luncheon Size | $38 18 |
| 666K2468 | Dinner Size | 41 14 |

**Single Place Settings—5 Pieces**
(Composition Same As Above Less Butter Spreader)

| | | Mfr's Sugg. Retail |
|---|---|---|
| 663K1964 | Luncheon Size | $32 73 |
| 664K2141 | Dinner Size | 35 68 |

| | | Mfr's Sugg. Retail |
|---|---|---|
| 03K3432 | Teaspoons | Dozen $ 57 24 |
| 21K5076 | Luncheon Knives | Dozen 84 60 |
| 14K5724 | Luncheon Forks | Dozen 95.40 |
| 25K5724 | Dinner Knives | Dozen 95 40 |
| 17K7200 | Dinner Forks | Dozen 120 00 |
| 30K4584 | Cream Soup Spoons | Dozen 76 32 |
| 09K5232 | Dessert Spoons | Dozen 87 24 |
| 39K3424 | Butter Spreaders | Dozen 65 40 |
| 40K3924 | Butter Spreaders H H | Dozen 65 40 |
| 37K4740 | Individual Salad Forks | Dozen 79.08 |
| 29K2124 | Coffee Spoons | Dozen 35.40 |

**OPEN STOCK—STAPLE PIECES—FANCY PIECES**

| | | Mfr's Sugg. Retail |
|---|---|---|
| 31K4584 | Ice Tea Spoons | Dozen $57 12 |
| 13K577 | Oyster Forks | Dozen 34 68 |
| 98K3842 | Steak Knives | Dozen 95.76 |
| 91K3568 | Salad Forks | Dozen 92 76 |
| 57K791 | Tablespoons | Each 14 16 |
| 58K791 | Cold Meat Fork | Each 14 16 |
| 40K791 | Gravy Ladle | Each 14 16 |
| 75K524 | Butter Knife | Each 9 55 |
| 51K456 | Sugar Spoon | Each 7 27 |
| 61K 28 | Sugar Tong | Each 9 55 |
| 82K1418—2 Pc. Steak Set | | Each 23.04 |
| 84K2318—2 Pc. Carving Set | | Each 58.04 |
| 89K3477—3 Pc. Carving Set | | Each $57 06 |
| 22K7 1 | Pie Server | Each 13.18 |
| 56K382 | Butter Pick Oave Fork | Each 6 16 |
| 95K49 | Cream or Sauce Ladle | Each 8 18 |
| 29K421 | Ice Server | Each 8 18 |
| 59K117 | Salad Fork Serving | Each 19 32 |
| 50K119 | Spade or Berry Spoon | Each 19 32 |
| 31K382 | Bon Bon or Nut Spoon | Each 6.36 |
| 61K285 | Lemon Fork | Each 4 29 |
| 25K955 | Tomato Server | Each 15 91 |
| 62K436 | Cheese Server | Each 7 37 |
| 91K789 | Cake Separator | Each 11 82 |
| 95K791 | —Pierced Tablespoon | Each 13 18 |

**Retail Prices Are Suggested Only and May Vary in Different Trading Areas**

*Finest Quality Sterling Silver*

# ALVIN Sterling

**DESIGNED MANUFACTURED AND GUARANTEED BY THE GORHAM MFG. COMPANY**

**ROSECREST**

A youthful pattern with refreshing roses beautifully sculptured in sterling silver.

**SOUTHERN CHARM**

A pattern of enduring beauty whose concaved surfaces beautifully reflect and enhance any table setting.

PLEASE SPECIFY PATTERN NAME WHEN ORDERING

Illustrations actual size

**COMPOSITION OF A PLACE SETTING:**

Knife—Dinner or Luncheon Size
Fork—Dinner or Luncheon Size
Teaspoon
Cream Soup Spoon—(Not Illustrated)
Individual Salad Fork (Not Illustrated)
Individual Butter Spreader—(Not Illustrated)

**Single Place Settings—6 Pieces**

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 609K2291 | Luncheon Size | $38.18 |
| 670K2468 | Dinner Size | 41.14 |

**Single Place Settings—5 Pieces**

(Composition Same As Above Less Butter Spreader)

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 667K1964 | Luncheon Size | $32.73 |
| 668K2141 | Dinner Size | 35.05 |

**Open Stock—Staple Pieces—Fancy Pieces**

| | | Mfr's. Sugg. Retail | | | Mfr's. Sugg. Retail |
|---|---|---|---|---|---|
| 02K2432 | Teaspoons | Dozen $57.20 | 27K3276 | Oyster Forks | Dozen $54.60 |
| 21K5076 | Luncheon Knives | Dozen 84.60 | 40K3892 | Steak Knives | Dozen 98.16 |
| 14K5724 | Luncheon Forks | Dozen 95.40 | 91K3465 | Steak Forks | Dozen 92.76 |
| 23K5724 | Dinner Knives | Dozen 95.40 | 53K791 | Tablespoon | Each 13.28 |
| 17K5200 | Dinner Forks | Dozen 120.00 | 58K791 | Cold Meat Fork | Each 13.18 |
| 30K4584 | Cream Soup Spoons | Dozen 58.32 | 46K791 | Gravy Ladle | Each 12.18 |
| 40K5772 | Dessert Spoons | Dozen 87.24 | 77K553 | Butter Knife | Each 6.55 |
| 39K5824 | Butter Spreaders | Dozen 65.40 | 51K836 | Sugar Spoon | Each 7.27 |
| 40K5924 | Butter Spreader H.H. | Dozen 65.40 | 04K673 | Sugar Tong | Each 9.35 |
| 37K4740 | Individual Salad Forks | Dozen 79.06 | 92K1418 | 2 Pc. Steak Set | Each 23.64 |
| 29K7124 | Coffee Spoons | Dozen 33.40 | 88K2318 | 2 Pc. Carving Set | Each 38.64 |
| 31K6484 | Iced Tea Spoons | Dozen 76.38 | 89K2477 | 3 Pc. Carving Set | Each 57.96 |

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 12K791 | Pie Server | Each $15.18 |
| 56K782 | Butter Pick Olive Fork | Each 6.50 |
| 43K491 | Cream or Sauce Ladle | Each 8.18 |
| 70K491 | Jelly Server | Each 8.18 |
| 59K1159 | Salad Fork Serv. | Each 19.32 |
| 50K1159 | Salad or Berry Spoon | Each 19.32 |
| 44K782 | Pickle Fork or Nut Spoon | Each 6.50 |
| 61K386 | Lemon Fork | Each 4.77 |
| 75K955 | Tomato Server | Each 15.91 |
| 87K436 | Cheese Server | Each 7.27 |
| 94K709 | Cake Separator | Each 11.02 |
| 95K791 | Pierced Tablespoon | Each 13.18 |



**For Engraving Styles and Prices See Trade Information**

*Finest Quality Sterling Silver*

# ALVIN *Sterling*

DESIGNED
MANUFACTURED
AND GUARANTEED
BY THE
GORHAM
MFG. COMPANY

**STAR BLOSSOM**

Here is a pattern of floral simplicity with its beautifully incised design deep-cut in solid silver.

**SPRING BUD**

Modern in design, yet classic in simplicity, Spring Bud is a pattern that will remain in everlasting good taste.

PLEASE
SPECIFY
PATTERN
NAME
WHEN
ORDERING

Illustrations actual size

**COMPOSITION OF A PLACE SETTING:**

Knife—Dinner or Luncheon Size
Fork—Dinner or Luncheon Size
Teaspoon
Cream Soup Spoon—(Not Illustrated)
Individual Salad Fork (Not Illustrated)
Individual Butter Spreader—(Not Illustrated)

**Single Place Settings—6 Pieces**

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 673K2291 | Luncheon Size | $ 58 16 |
| 674K2168 | Dinner Size | 81.12 |

**Single Place Settings—5 Pieces**

(Composition Same As Above Less Butter Spreader)

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 671K1964 | Luncheon Size | $39.75 |
| 672K1141 | Dinner Size | 35 68 |

**Open Stock—Staple Pieces—Fancy Pieces**

| | | Mfr's. Sugg. Retail | |
|---|---|---|---|
| 03K3438 | Teaspoons | Dozen | $37.24 |
| 21K 976 | Dinner Knives | Dozen | 84 60 |
| 14K 724 | Luncheon Forks | Dozen | 95 40 |
| 25K 724 | Dinner Knives | Dozen | 95 40 |
| 17K2200 | Dinner Forks | Dozen | 120 00 |
| 50K1584 | Cream Soup Spoons | Dozen | 76 32 |
| 09K5232 | Dessert Spoons | Dozen | 82 24 |
| 10K 924 | Butter Spreaders H H | Dozen | 63 10 |
| 33K4740 | Indiv. Salad Forks | Dozen | 79 98 |
| 29K2424 | Coffee Spoons | Dozen | 35 40 |
| 03K3581 | Iced Tea Spoons | Dozen | $76.32 |
| 33K 276 | Oyster Forks | Dozen | 84 60 |
| 90K 892 | Steak Knives | Dozen | 98 16 |
| 91K 968 | Salad Forks | Dozen | 92 76 |
| 57K79 | Teaspoons | Each | 13 18 |
| 58K791 | Cold Meat Fork | Each | 13 18 |
| 46K791 | Gravy Ladle | Each | 13 18 |
| 77K573 | Butter Knife | Each | 9 55 |
| 91K436 | Sugar Spoon | Each | 7 27 |
| 64K573 | Sugar Tong | Each | 9 55 |
| 42K1418 | 2 Pc. Steak Set | Each | 24 64 |
| 88K2318 | 2 Pc. Carving Set | Each | 38 64 |
| 80K3477 | 2 Pc. Carving Set | Each | $37.96 |
| 72K791 | Pie Server | Each | 13 18 |
| 8K382 | Butter Pick Live Fork | Each | 6 36 |
| 4 K493 | Combination Ladle | Each | 8 18 |
| 20K491 | Relish Serve | Each | 8 18 |
| 5 K 158 | Salad Fork Set | Each | 19 3 |
| 50K1159 | Sandwich Bowl Spoon | Each | 13 1- |
| 84K382 | Hollow Bowl Nut Spoon | Each | 6 3- |
| 61K280 | Lemon Fork | Each | 4 7 |
| 27K955 | Tomato Server | Each | 13 9 |
| 63K436 | Cheese Server | Each | 7 2 |
| 64K209 | Cake Server | Each | 11 8 |
| 95K7 1 | Pierced Tablespoon | Each | 13 16 |

**Prices Do Not Include 10% Federal Excise Tax**

# Sterling Silver

SPARKLING GIFTS FOR TODAY

HEIRLOOMS OF TOMORROW

**Baby Gift Set**

6925548—Sterling Silver Set consisting of long handle Feeding Spoon and "Dumbbell" Rattle. Beautifully boxed. Sugg. Retail $8.25

925/1000 Fine

**Picture Frame**

6713495—Beautiful Sterling Silver Picture Frame with beaded border. Diameter 4½". Easel Back. Sugg. Retail $6.60

**Picture Frames**

Sterling Silver Picture Frame. Rectangle shape in three popular sizes. A gift that will be appreciated, and will provide a lasting memento.

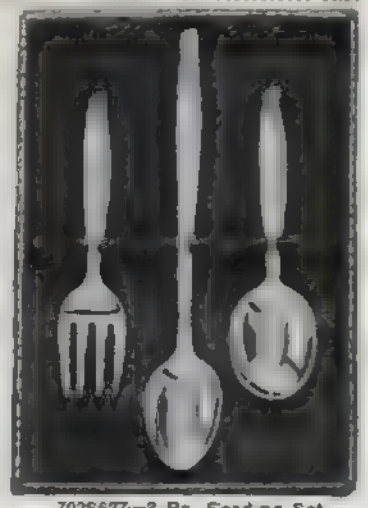
| | Sugg. Retail |
|---|---|
| 6938360—Measures 3⅜"x4⅛" | $ 5.40 |
| 6938675—Measures 5"x7" | 10.15 |
| 6938 1125—Measures 8"x10" | 16.90 |

**677S355—2-Pc. Baby Set**

Beautiful Baby Set in the "Chateau Rose" pattern. Length overall about 4". Sugg. Retail $5.91

**Sterling Baby Spoon**

657S225—**Bent Spoon.** Heavyweight Sterling Silver bent-handle Baby Spoon. Bright finish plain pattern suitable for engraving. 3⅛" long. Gift boxed. Sugg. Retail $3.40

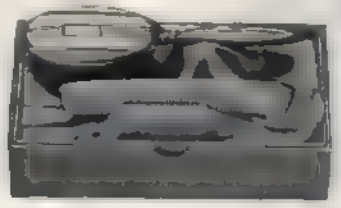


**702S627—3-Pc. Feeding Set**

"Spring Bud" Sterling Baby Fork and Spoon, Infant's Feeding Spoon. Gift box. Mfr's. Sugg. Retail $10.45

**621S615—Baby's Military Set**

Military style brush and comb for baby boy. Sterling Silver backs, plain border, bright finish, panel for engraving. Brush 2¼" long; comb 4½" long. Gift box. Sugg. Retail $8.20

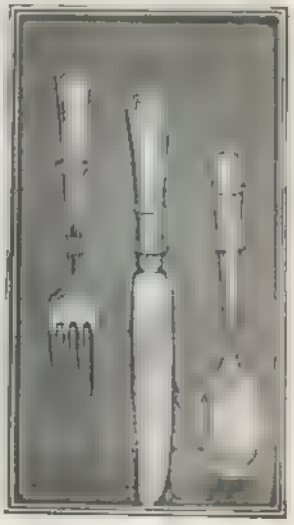


**622S622—Baby Girls' Brush Set**

Hair brush and comb with Sterling Silver backs. Bright finish stripe design with panel for engraving. Brush 5⅝" long; comb 4½" long. Gift boxed. Sugg. Retail $8.30

**590S355—2-Pc. Baby Set**

Gleaming Sterling Baby Spoon and Fork in Alvin's famous French Scroll pattern. Nicely gift boxed for an ideal gift. Length overall about 4". Mfr's. Sugg. Retail $5.91



**672S870—3-Pc. Junior Set**

Matched Sterling Silver 3-piece Junior Set with delicate Colonial design. Set consists of Knife, Fork, and Spoon. Knife is 6⅝" long. Sugg. Retail $11.68

**684S627—3-Pc. Feeding Set**

"Chateau Rose" Sterling Baby Fork and Spoon, Infant's Feeding Spoon. Gift box. Mfr's. Sugg. Retail $10.45

**3-Pc. Child's Set**

697S1023 "Chateau Rose" Sterling Knife, Fork and Spoon. Knife 7⅛" long. Lined Gift Box. A lifetime remembrance. Sugg. Retail $17.05



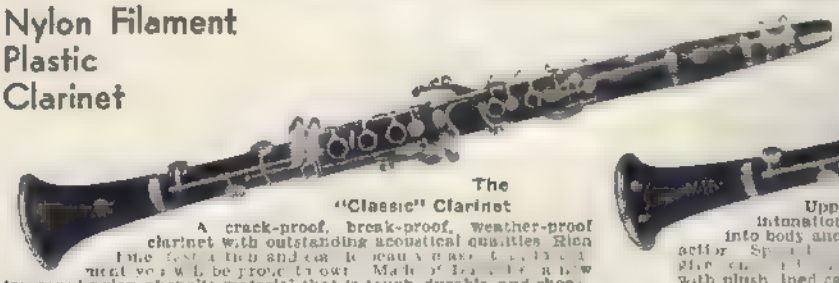
**Sterling Baby Gifts Are Treasured for Life**

# *Fine American Made Clarinets—Quality for Over 50 Years*

## Guaranteed Quality

Made by a renowned company with 50 years of experience. One year warranty on materials and workmanship. 60 day no charge repair guarantee against breaking and cracking providing prompt notification is given Bennett Brothers thereof, the return is made to the factory within 30 days after purchase in accordance with any Bennett Brothers instructions thereon; and all transportation charges are paid by the customer. The above applies to clarinets on this page only.

## Nylon Filament Plastic Clarinet



**Shipped from Eastern Factory except where noted!**

**The "Classic" Clarinet**

A crack-proof, break-proof, weather-proof clarinet with outstanding acoustical qualities. Rich tone, fast action and easy to learn on. Made of [illegible] improved nylon phenolic material that is tough, durable and shock-resistant. It has the proper density for fine clarinet tone. Exceptional intonation, easier blowing, accurate scale and [illegible] key action. Features: All keys, posts, rings and Loop pads are solid nickel silver. Nickel-brite plating remains always bright. Lock and key posts. Removable [illegible] keys prevent [illegible]. Musically and mechanically correct. As trouble free as an instrument can be. B♭ Boehm System. 17 keys, 6 rings. Outfit complete w/case and [illegible].

2558MF6994—Classic Clarinet Outfit.
2558/3MF6044—3 or more. Sugg. Retail **$132.50**

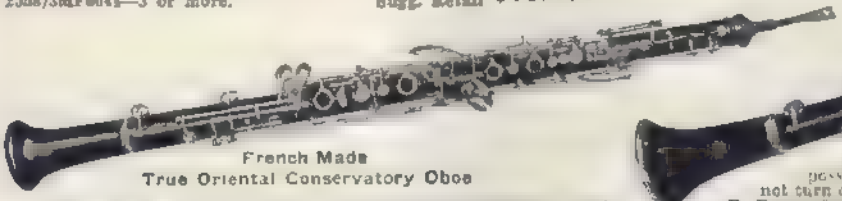
**Deluxe "Silver Throat" Ebonite Clarinet**

Upper section nickel silver lined to eliminate joint breakage and improve intonation. Heavy gauge nickel silver body parts. Flange posts countersunk into body and locked in place. Easy blowing in all registers. Smooth, accurate key action. Special [illegible] length diameter of bore [illegible] tone. Fine clarity [illegible] Boehm System. 17 keys, 6 power forged rings. Complete with plush lined case and accessories.

2694MF7234—"Silver Throat" Ebonite Clarinet Outfit.
2694/3MF6891—3 or more. Sugg. Retail **$144.50**

**One-Piece Ebonite Body Clarinet (Not Illustrated)**
With all of the [illegible] features. Only removable parts are the [illegible] one-piece. Complete with plush lined case and accessories.

2765MF7685—One-Piece Ebonite Clarinet Outfit.
2765/3MF7225—3 or more. Sugg. Retail **$147.50**



**French Made True Oriental Conservatory Oboe**

2693MF18968—Burnished silver plated keys and mechanism. Full [illegible] covered keys and double effect automatic octave key. Bb-B trill, C-A trill, forked F, C♯-D trill, F♯-G trill, low Bb key on bell. 12 adjusting and regulating screws. Complete with Glad-stone DuPont Fabrikoid case. Ship. wt. approx. 5 lbs. F.O.B. Michigan. Sugg. Retail **$325.00**

**"Artist All Wood" Clarinet**

Body constructed of selected and seasoned Grenadilla wood throughout, and [illegible] natural wood color. Both parts are heavy gauge nickel silver. Ridged key alignment is made possible by use of [illegible] key posts. Thumb rests are countersunk, will not turn or loosen. Easy blowing in all registers. Smooth, accurate key action. B♭ Boehm System. 17 keys, 6 power forged rings. Outfit includes form fitting case, lyre, swab, grease cup, and two extra reeds.

2490MF10025—"Artist All Wood" Clarinet Outfit.
2488/3MF9671—3 or more. Sugg. Retail **$225.00**

**Alto Clarinet**

2701MF31200—[illegible] with all of above features. Covered keys. Patent system. Automatic octave key with low E♭ key. Complete with shaped plush lined case.

Sugg. Retail **$550.00**

**Ship. Weight on Saxophones with Case Approx. 28 Lbs.**

**E♭ Alto Sax**

**Made in Germany**

2598MF19013—Attractive Gold Lacquer finish. Special large bore, double top F key. 8 Pearl keys, special high pillars. Complete with leather pads, wire sound board and rings. Ebonite mouthpiece, ligature and caps. F.O.B. Illinois.
Retail **$325.00**

2636MF1560—Case for Alto Sax. Sugg. Retail $27.50

**French Imported E♭ Alto Saxophone**

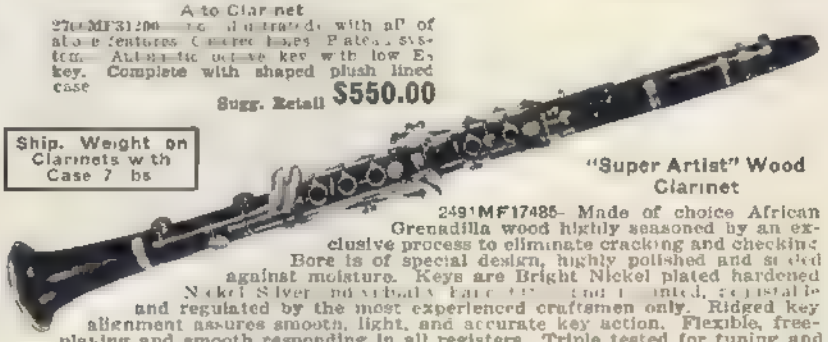
2231MF15288—Unparalleled. Flexible tone, easy technique. Exact pitch, tonal quality guaranteed with new type integral tone holes. Large bore, best body, for tone, resonance. Nickel-plated keys, removable key guards. Lacquered brass finish, complete with Gladstone Case. F.O.B. Michigan.
Sugg. Retail **$245.00**

2599MF21353—B♭ Tenor Sax (not illustrated). Constructed in same manner, same accessories as 2598MF19013. Retail **$365.00**

2637MF1885—Case for Tenor Sax. Sugg. Retail $32.50

2852MF17284—B♭ Tenor Sax, with Case. Identical in construction and finish to above Alto Sax. Complete with Gladstone Case. Sugg. Retail $285.00

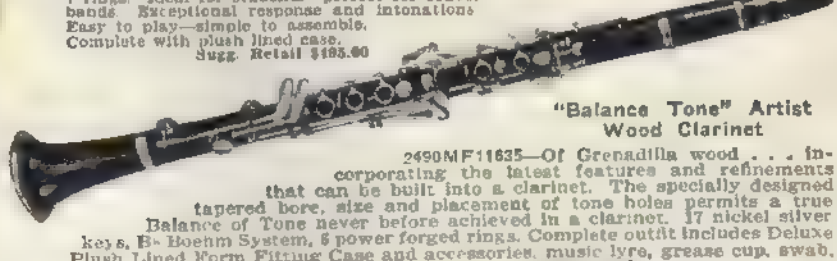
**Ship. Weight on Clarinets with Case 7 lbs**



**"Super Artist" Wood Clarinet**

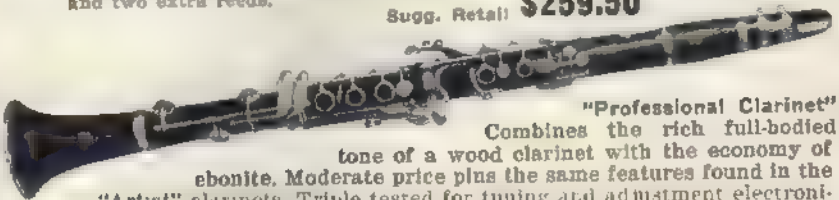
2491MF17485—Made of choice African Grenadilla wood [illegible] seasoned by an exclusive process to eliminate cracking and checking. Bore is of special design, highly polished and sealed against moisture. Keys are Bright Nickel plated hardened Nickel Silver [illegible] and [illegible], reground to and regulated by the most experienced craftsmen only. Ridged key alignment assures smooth, light, and accurate key action. Flexible, free-playing and smooth responding in all registers. Triple tested for tuning and adjustment. B♭ Boehm System, 17 keys, 6 power forged rings. Complete with Deluxe Luggage type case, accessories, and two tuning barrels, and Bore oiler kit.
Sugg. Retail **$350.00**

**Festival One-Piece Ebonite Bass Clarinet**
2771MF29509—(not illustrated). One piece ebonite body with removable neck and bell, automatic octave key—full Boehm system, 17 keys, 7 rings. Ideal for students—perfect for school bands. Exceptional response and intonations. Easy to play—simple to assemble. Complete with plush lined case.
Sugg. Retail $495.00



**"Balance Tone" Artist Wood Clarinet**

2490MF11635—Of Grenadilla wood . . . incorporating the latest features and refinements that can be built into a clarinet. The specially designed tapered bore, size and placement of tone holes permits a true Balance of Tone never before achieved in a clarinet. 17 nickel silver keys, B♭ Boehm System, 6 power forged rings. Complete outfit includes Deluxe Plush Lined Form Fitting Case and accessories, music lyre, grease cup, swab, and two extra reeds.
Sugg. Retail **$259.50**



**"Professional Clarinet"**

Combines the rich full-bodied tone of a wood clarinet with the economy of ebonite. Moderate price plus the same features found in the "Artist" clarinets. Triple tested for tuning and adjustment electronically by Strobioscope and Oscillograph, and mechanically by ear and organ. B♭ Boehm System. 17 keys, 6 power forged rings. Plush lined case, music lyre, swab, grease cup and two extra reeds.

2492MF8580—Professional Clarinet Outfit.
2492/3MF8151—3 or more. Sugg. Retail **$195.00**

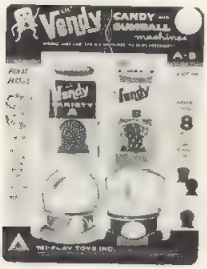
## PEPSI-COLA DISPENSER

**TRIM MOLDED**

Containers hold 16 oz. bottle of "Pepsi". Easy-to-clean. Includes 4 plastic "Pepsi" glasses. Made of white plastic with Pepsi trademark. Size: 10 x 9½ x 4¾ inches.

Pkd. 12, wt. 33 lbs.

| No. | | Retail |
|---|---|---|
| 15 | ⊛ | $3.50 |




## LI'L VENDY A-B

**ACTION TRI-PLAY**

Two automatic candy and gumball machines that work without coins plus 2 packages of gum and candy. Blister packed.

Pkd. 12, wt. 8 lbs.

| No. | | Retail |
|---|---|---|
| A-101 | | $1.00 |

## COTTON CANDY MACHINE

**HASBRO**

Completely safe. Just pour ordinary household sugar into center of spinner unit and out comes the cotton candy. Operates on household current. Approved by Underwriters Laboratory. Complete with instructions and implements.

Pkd. 3, wt. 20 lbs.

| No. | | Retail |
|---|---|---|
| 5655 | | $10.00 |

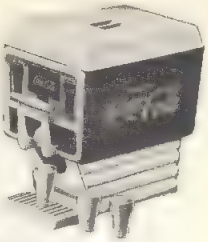
## FROSTY SNO-CONE MACHINE

**HASBRO**

Ingenious machine shaves ice cubes into snow. The snow is then placed in cups and topped with fruit syrups. Made of sturdy plastic with rust proof grinder. Complete with generous supply of syrups, plastic dispensers, cups, and shovel. Box size: 17¾ x 11 x 5½ inches.

Pkd. 3, wt. 10 lbs.

| No. | | Retail |
|---|---|---|
| 5230 | ★ | $5.00 |



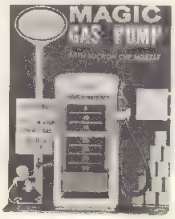
## COCA-COLA DISPENSER

**ANDY GARD**

Designed for actual dispensing, by mounting bottle inside on spigot. Complete with Coca-Cola glasses. Size: 10¼ x 8 x 12¾ inches.

Pkd. 6, wt. 10 lbs.

| No. | Retail |
|---|---|
| 1500 | $3.00 |



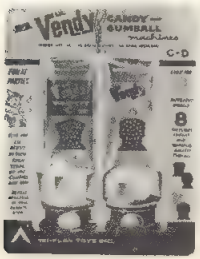

## ESSO MAGIC GAS PUMP

**AMSCO**

An exact replica of the famous Esso Pump. Suction cup nozzle attaches to car or truck, "feeds" gas, starts, stops, "measures" amount of gas, and refills itself automatically, ready for the next car! Rugged, no-spill construction.

Pkd. 12, wt. 8 lbs.

| No. | | Retail |
|---|---|---|
| 1500 | ⊛ | $2.00 |




## LI'L VENDY C-D

**ACTION TRI-PLAY**

Two automatic candy and gumball machines that work without coins plus 2 packages of gum and candy. Blister packed.

Pkd. 12, wt. 8 lbs.

| No. | Retail |
|---|---|
| C-101 | $1.00 |

## LI'L VENDY VARIETY PACK

**ACTION TRI-PLAY**

Eight candy and gumball favorites in see-through packages, 2 candies per package. May be used as Li'l Vendy refills or eaten from the package. 2 dozen per display.

Pkd. 4 displays, wt. 27 lbs.

| No. | Retail |
|---|---|
| V-101 | $0.25 |

against breaking

## Apolloware... translucent beauty

### permanently molded in melamine

Set an enchanting table every day of the year with this elegant molded Melamine dinnerware. You'll marvel at its delicate translucence. It looks like costly, precious china, yet it's fully guaranteed for two years against cracking, chipping or breaking. Can even be boiled or washed in your automatic dishwasher with perfect confidence. Its lovely colors and delicate patterns will never fade or wash out, never wear off. Choose from four exquisite patterns in a range of lovely decorator colors. For composition of all Melmac sets, please see page 385.

OUR GUARANTEE
**INSURES SATISFACTION**

## Finest melamine by Lenox Plastics

(A) **AZTEC SUN DANCE.** The striking Indian motif on the dinner plates blends beautifully with the gay butterscotch and brown of other pieces.
**45-Pc. Set.** Serves 8. Shpg. wt. 14 lbs.
54 B 1700H—No money down ..... 19.98

(B) **BRANCHELL GOLDEN CHARM.** A truly translucent, china-like quality protected with hard, brilliant glaze. Flat pieces decorated in gold fleur-de-lis pattern, other pieces are soft ivory.
**45-Pc. Set.** Serves 8. Shpg. wt. 16 lbs.
54 B 1703H—No money down ..... 33.39
**79-Pc. Set.** Serves 12. Shpg. wt. 27 lbs.
54 B 1704H—No money down. ..... 46.69

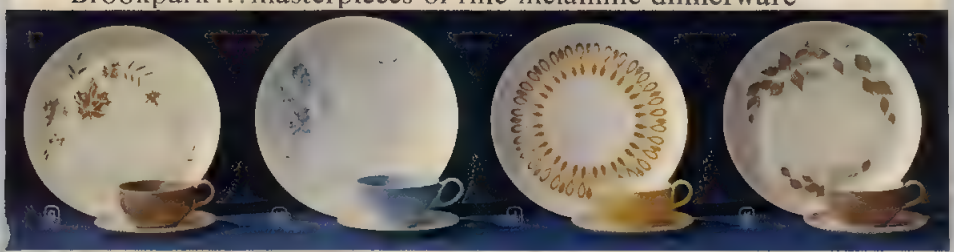
(C) **DRAGONWICK.** Modern Oriental design on bone-white background. Lavish gold accents the turquoise branches and flowers; gold and turquoise dots add a dramatic note. All flat pieces are decorated. Other pieces in solid-color turquoise.
**53-Pc. Set.** Serves 8. Shpg. wt. 15 lbs.
54 B 1102H—No money down..... 26.95

(D) **TUTTI-FRUITI.** A lovely Early American design on pure bone-white translucent background. The cheerful fruit pattern in bright tones of yellow, blue and red form a gay garland around the rim of the plates. All flat pieces are decorated, all other pieces are in rich harmonizing soft yellow.
**53-Pc. Set.** Serves 8. Shpg. wt. 12 lbs.
54 B 1110H—No money down 26.95

(E) **GOLDEN FLEUR.** Dainty gold and turquoise flower sprays form a graceful band against a translucent white background, accented by a golden inner circle. All flat pieces decorated, have extra large rims. Other pieces are bone white.
**53-Pc. Set.** Serves 8. Shpg. wt. 19 lbs.
54 B 1105H—No money down..... 36.65
**73-Pc. Set.** Serves 12. Shpg. wt. 28 lbs.
54 B 1107H—No money down..... 53.39

(F) **DREAM ROSE.** All flat pieces decorated with side spray of stylized roses in glorious spring-time colors sparked by natural green. Other pieces in solid color tangerine complete the harmony.
**53-Pc. Set.** Serves 8. Shpg. wt. 12 lbs.
54 B 1111H—No money down ..... 26.95

## Brookpark... masterpieces of fine melamine dinnerware



An outstanding collection of classic and contemporary designs from Brookpark, makers of superior melamine dinnerware. Beautiful in design and color, you can use them with complete confidence every day of the week. Safe in boiling water and in dishwashers, too! Guaranteed for two full years against chipping, cracking or breaking. Plus the exclusive Brookpark Permaclean cup guaranteed against permanent staining. See page 385 for composition of sets.

(G) **AUTUMN HAZE.** Delicately formal pattern of fall leaves in soft tones of brown, rust and old gold against a translucent ivory background. A lovely setting for special occasions... so sturdy you'll use it every day. Solid-color pieces are in warm tones of cinnamon-brown.
**45-Pc. Set.** Serves 8.
54 B 8184H—Wt. 14 lbs... 21.95

(H) **TURQUOISE MUMS.** Delightfully charming floral pattern delicately traced in soft turquoise and beige on a translucent white background... a pattern you'll never tire of seeing on your table. All flat pieces are decorated. Other pieces in harmonizing solid-color turquoise.
**45-Pc. Set.** Serves 8
54 B 8106H—Wt. 18 lbs..... 29.50

(J) **GLORY.** Brilliant modern design in the exciting new Dual-Tone series. All flat pieces are decorated with an abstract band in sparkling gold against a dazzling white background. Other pieces are bright gold color outside with pure white interiors that stay white!
**45-Pc. Set.** Serves 8.
54 B 8186H—Wt. 14 lbs .29.50

(K) **WINDBLOWN.** A colorful, charming pattern in the exciting new Dual-Tone series. All flat pieces are decorated with a floral wreath in cinnamon, gray and green against translucent white. Other pieces are rich cinnamon-brown outside with white interiors that stay white!
**45-Pc. Set.** Serves 8.
54 B 8187H—Wt. 14 lbs 29.50

# Arlington House
## Patio or Terrace
### Outdoor Furniture

Comfort and attractive styling make this group as popular for [illegible] as for patio and breezeway [illegible]. Graceful design, comfortable upholstery plus wrought iron durability are outstanding features. Excellent quality metal frames with [illegible] finish in White, Blue, Black, Pink or Green. Reversible Marshall spring unit cushions upholstered in Vinyl in Light Green, Beige White Turquoise, Persimmon or Olive Green; or in Floral Print with pre-determining color combinations of Green/Blue/Tan, Dark Green/Lavender Tan/Cream, Orange/Tan/Green, Blue, Lavender/Green or Turquoise in figured print; or in a Combination of Vinyl and Floral Print (one cushion upholstered in Vinyl and the other cushion in Floral Print). Fabric samples furnished upon request. Specify Fabric, Color and Finish. F.O.B. Alabama Factory.

**A complete catalog of Arlington House furniture will be mailed upon request on memo billing of $10.00. Your account will be credited upon return of the catalog.**

(A) Arm Chair (B) End Table (C) Sofa (D) Cocktail Table

(E) Left Section (F) Armless Section (G) Right Section

(Room Scene Above)

(A) 15086F2931—**Arm Chair.** 32" h. x 28" w. Ship. wt. 44 lbs. **Sugg. Retail $45.95**

(B) 14372F1586—**End Table.** 20" h. x 24" Square. Ship. wt. 28 lbs. **Sugg. Retail $23.95**

(C) 15087F6931—**Sofa.** 32" h. x 72" w. Ship. wt. 100 lbs. **Sugg. Retail $109.95**

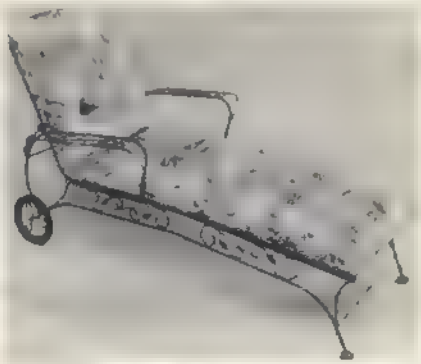
(D) 14374F1431—**Cocktail Table.** 15½ h. x 18" w. x 36" l. Ship. wt. 29 lbs. **Sugg. Retail $21.95**

(Right)

(E) 15088F2875—**Left Facing Sectional.** 32" h. x 26" w. Ship. wt. 44 lbs. **Sugg. Retail $44.95**

(F) 15089F2806—**Armless Center Sectional.** 32" h. x 21½" w. Ship. wt. 44 lbs. **Sugg. Retail $43.95**

(G) 15090F2875—**Right Facing Sectional.** 32" h. x 26" w. Ship. wt. 44 lbs. **Sugg. Retail $44.95**



15091F3681—**Chaise Lounge.** [illegible] 26" h. x 48" l. x 32" w. Ship. wt. 50 lbs. **Sugg. Retail $57.95**

15092F3625—**Spring Chair.** Modern comfort with graceful lines. 37¼" H. x 25" W. Ship. wt. 55 lbs. **Sugg. Retail $58.95**

15080F1875—Table. 4 place. 29" H. x 28" W. x 42" L. Ship wt. 60 lbs. **Sugg. Retail $28.95**

14381F1981—Table. 6 place with [illegible]. 29" H. x 39" W. x 54" L. Ship wt. 87 lbs. **Sugg. Retail $49.95**

15089F1738—Set of 2 Chairs. 31½" H. x 17½" W. Ship. wt. 15 lbs. **Sugg. Retail $13.95 ea.**

# "Ames Aire"
## CASUAL FURNITURE
### Ideal for Indoor or Outdoor Use

Versatile — Comfortable — Lightweight—Durable. Colorful, resilient vinyl plastic cord in White, Orange, Pink, Yellow or Turquoise combined with zinc coated tubular steel frames in Black or Bronze finish. Also, Tan cording with Bronze finish only. Brass ferrules with nylon self-leveling feet. Safety tempered glass on tables. Specify cord color and frame finish. F.O.B. West Virginia Factory.

7410F3665—**Chaise.** Adjusts to 4 positions. Upright to full reclining. Ship. wt. 35 lbs. **Retail $54.95**

7347F1995—**Corner Table.** 26" square, 17½" high. Ship. wt. 27 lbs. **Retail $29.95**

7311F3665—**Settee.** Can be used separately as right and left hand section or chairs. Ship. wt. 34 lbs. **Retail $54.95**

7347F1936—**Cocktail Table.** 20"x40"x17½" high. Ship. wt. 29 lbs. **Retail $34.95**

7412F1665—**End Table.** 16"x22"x21" high. Ship. wt. 18 lbs. **Retail $24.95**

7412F1995—**Arm Chair.** Plastic wrapped arms for extra comfort. Ship. wt. 20 lbs. **Retail $29.95**

7309F1865—**Side Chair.** Not shown. Can be used as center chair in combination with Settee. Ship. wt. 14 lbs. **Retail $27.95**

7313F995—**Ottoman.** 19"x23"x16½" high. Ship. wt. 11 lbs. **Retail $15.95**

**1348F7146—Dining Table.** (4 place) 32"x48"x29½" high. Ship wt. 68 lb. **Sugg. Retail $111.00**
**2343F8949—Dining Table.** 6 place not shown. 32"x66"x29½" high. Ship wt. 75 lbs. **Sugg. Retail $139.00**
**4349F6438—Set of 2 Arm Chairs** with boxed seat pad. Seat 17"x16". Ship wt. 60 lb. **Sugg. Retail $50.00 each**
**4350F5465—Set of 2 Side Chairs** with boxed seat pads. Seat 17"x16". Ship. wt. 50 lbs. **Sugg. Retail $44.00 each**
**5481F6824—Bar Wagon** with removable tray. 20"x32"x30" high. Ship. wt. 89 lbs. **Sugg. Retail $106.00**

# molla

## WROUGHT IRON—CAST ALUMINUM

Metal furniture for indoor as well as outdoor use. Weather resistant metal finishes in **Satin Black, Aquamarine, Pompeian, Driftwood, Iridescent Green, Venetian Yellow or Twilight Blue.** Upholstered in sturdy dyed and preshrunk Sailcloth in **Sky Blue, Avocado, Pink, Light Coral, Gold, Lilac, Nile Green or Turquoise.** Dining chair pads filled with rubberized hair and cotton felt. All cushions are self welted and reversible. Standard glass tops are ⅜" or ½" with edges seamed. Furniture shipped knock-down in sealed cartons with a small wrench and instruction sheet for easy assembly. **Specify Color and Finish. F.O.B. New York Factory.**

**7047F9656—Round Table.** 42" diameter. 29½" high. Ship wt. 60 lbs. **Sugg. Retail $150.00**
**4350F5465—Set of 2 Side Chairs** with boxed seat pads. Seat 17"x16". Ship. wt. 50 lbs. **Sugg. Retail $44.00 each**
**Catalog of complete line sent on memo billing of $10.00, which will be credited upon return of catalog.**

# *Early American by Troy*

## F.O.B. Ohio Factory

Historic, American styling—Old country-kitchen appeal with an up-to-date lilt. Frames are all-steel, welded construction, finished in Chartoun, baked-on enamel. Top rails of seating pieces feature white scroll design. Polyether foam filled cushions with "County Fair" printed cotton covers. Philippine Mahogany table tops. **F.O.B. Ohio Factory.**

**Catalog of complete line sent on memo billing of $10.00, which will be credited upon return of the catalog.**

**15300F2875—Side Chair with Cushions.** 21½" d. x 20½" w. x 36" h. Ship wt. 24 lbs. **Sugg. Retail $47.50**
**15301F3007—Arm Chair with Cushions.** 22" d. x 23" w. x 38" h. Ship wt. 30 lbs. **Sugg. Retail $70.10**
**15302F1303—Table.** 43" dia., 29" h. Ship wt. 54 lbs. **Sugg. Retail $71.70**
**15303F8348—Rocker with Cushions.** 31½" d. x 23" w. x 35" h. Ship. wt. 40 lbs. **Sugg. Retail $59.00**
**15304F2988—Coffee Table.** 16½" w. x 54" l. x 16" h. Ship. wt. 32 lbs. **Sugg. Retail $48.80**
**15305F7806—Settee with Cushion.** 20" d. x 75" l. x 34" h. Ship. wt. 84 lbs. **Sugg. Retail $130.00**
**15306F2119—End Table.** 16½" w. x 26" l. x 20" h. Ship. wt. 20 lbs. **Sugg. Retail $35.30**

## GENUINE CALIFORNIA REDWOOD FURNITURE

Constructed of select 2" certified seasoned California redwood which is sealed to protect its natural beauty and color. All cushioned pieces feature helical-type hard tempered strapping plus added back bracing for extra strength. Weather resistant plated hardware is used throughout. The baked-enamel finish are Mineralized Treated for longer life and greater service. Covered shadow-quilted hard water repellent duck on one side with supported Vinyl Plastic on reverse side. **Choice of Mint Green or Flame. Specify Color. F.O.B. New Jersey or Illinois Warehouse.**

**(A) 14525F4100—Deluxe Settee.** Split cushions for greater comfort and tailored look. 7" wheels. 55" long x 40" deep. Ship. wt. 63 lbs. **Sugg. Retail $65.50**
**(B) 14526F4988—Glo Rummy Settee.** Split cushions. 7" wheels. 77" long x 34" wide. Large-sized center table is 22½"x27½" with umbrella hole. Ship wt. 85 lbs. **Sugg. Retail $79.85**
**(C) 14527F3036—Lounge Chair.** 3-position adjustable metal back support. Split cushions solid 7" wheels. 38" long x 32" wide. Ship wt. 39 lbs. **Sugg. Retail $48.95**
**(D) 14528F1294—Ottoman.** Doubles as extra seat. 23" deep x 22" wide. Ship. wt. 14 lbs. **Sugg. Retail $20.50**
**(E) 14529F3069—Six-Foot Folding Barbecue Set.** Table and benches fold in a jiffy. Legs pivot into flat position for easy storage. Table 28" wide x 24" high. Benches 11" wide x 17" high. Ship. wt. 120 lbs. **Sugg. Retail $61.95**
**(F) 14530F1163—Coffee Table.** 36" long x 23" wide x 17" high. Ship. wt. 30 lbs. **Sugg. Retail $18.50**
**(G) 14531F3044—Serving cart.** Tray on top is removable for serving. 37" long x 29" high x 21½" wide. Ship wt. 32 lbs. **Sugg. Retail $37.95**
**(H) 14532F8394—Deluxe Chaise Lounge.** Four position adjustable back. 7" wheels. 73" long x 32" wide. Ship wt. 36 lbs. **Sugg. Retail $34.50**
**(J) 14533F8636—Deluxe Contour Chaise.** Back adjusts to 3 positions. 7" wheels. 69" x 32" wide. Ship wt. 52 lbs. **Sugg. Retail $58.50**
**K 14534F2875—Club Chair.** 2-position adjustable back. 39½" deep x 32" wide. 7" wheels. Ship. wt. 42 lbs. **Sugg. Retail $45.95**
**L 15048F2288—Club Rocker.** 32" deep x 28" wide. Cushion is available in Green or Rust Duck only. Specify. Ship. wt. 34 lbs. **Sugg. Retail $39.50**



**Colorful Outdoor Furniture—Sturdy and Durable—F.O.B. as Listed**

**MR. GASSER MONSTER DRIVER AT WHEEL OF NEW REVELL MODEL**

Ed "Big Daddy" Roth, the well-known car fancier, is introducing Mr. Gasser, a slap-happy, car-happy monster that he has

created for Revell.

Mr Gasser, assembled from a Revell kit, roars around in his blown customized '57 Chevy. The Mr. Gasser kit, $1 retail has metal axles, a special Roth-designed decal sheet, blown '57 Chevy engine, and special customized Roth "eyeball" decals. The monster is selfstanding or can be placed in the car.

**PAPER DOLL PREMIUM OFFER ON 7 MY MERRY PACKAGES**

Until recently "Miss Merry" was just a trade name for the widely-distributed Merry Manufacturing Company make-believe cosmetic sets.

Now she has assumed identity in the

form of a paper doll personality which the company offers on the backs of seven My Merry Play Things packages.

A "personal" message from "Miss Merry" imprinted on the packages offers the Miss Merry paper doll, complete with cut-out clothes. Handling and mailing costs are covered by the 10c requested in the offer.

Although this is the only promotion for the premium, Merry reports 400-500 requests for the item monthly, with the average steadily rising.

The offer appears on Play Things for Dolly's Pantry (#3308), a $1 retailer, and on the following 59c numbers: Play Things for Dolly's Nursery (#3301), Bathroom (#3302), Kitchen (#3303), Party Room (#3304), Dining Room (#3305), and Den (#3306).

**BACK IN FEBRUARY 1963**

Making money-saving a game was a colorful See-Saw Saver Toy Bank that swung and balanced with each deposit.

# Kenner Promoting 6 Lines in Coast-to-Coast TV Schedule

Kenner's TV plans for '63 are said to include "bigger than ever" national network TV on six established lines, massive use of five top-rated programs televised in 260 markets coast-to-coast plus local saturation campaigns in over 100 markets, according to Joseph L. Steiner, vice-president in charge of sales.

The network programs contracted for include the weekday morning "Captain Kangaroo" show, seen over 168 CBS television stations; the Saturday morning edition of "Captain Kangaroo," carried by 170 CBS TV stations; "Make Room for Daddy," seen Monday-Friday afternoons on 152 NBC TV stations; "Hector Heathcote," a Saturday feature on 189 NBC TV stations, and "Ruff 'N Reddy," seen Saturday mornings on 155 TV stations.

Mr. Steiner said: "The six Kenner toys that will be on network and local TV, nationwide, this fall include four of our lines that have become top sellers in their respective fields: Girder & Panel and Bridge & Turnpike Building Sets, Sparkle, Presto and Presto Sparkle Paint Sets; Give-A-Show Projectors and the Motorized Home Workshop—plus two toy lines that were outstandingly successful for us in TV market tests; Flintstones Building Boulders, and Gobs of Fun."

New-for-'63 additions to these four major lines include TV characters like the Flintstones and Pebbles, and Mighty Mouse—added to the Give-A-Show Projectors—and a new color kaleidoscope attachment for the larger-size Give-A-Show Projector.

Local saturation TV in many markets will back what Mr. Steiner describes as "three of the hottest new toys in the industries"—the Electric Mold Master, a machine for injection molding of real plastic toys, including a combat group in action—guns that shoot, tanks with turrets that turn, howitzers, infantrymen and many others; The Sky Rail Girder & Panel Building Set, a toy that builds many different sky transportation systems of tomorrow, and the Sky Car, which goes forward or in reverse and climbs and descends steep slopes (a larger set features two racing Sky Cars); and the Battery Motor Play Drill, which includes a work and play bench and seven power tools that fit into one chuck, including an automatic trip hammer, and performs many different battery-powered operations such as grinding (with a shower of harmless sparks), polishing, and driving bolts and screws through its own work bench only (it even spins its own color top).

Kenner has the most complete line of sales aids it has ever offered, Mr. Steiner

said. Included are new four-color, pilferproof plastic-covered displays on its Motorized Home Workshop, Battery Motor Play Drill, and the Electric Mold Master. The displays, which contain everything included in the regular package and also (in two instances) samples of things that can be made with the Home Workshop and the Mold Master, are compact in size and are sold to dealers at regular price. The dealer, in turn, can resell them at his regular retail price just before Christmas after they have been used to help increase sales during the peak selling season.

The company also has available a three-dimensional, full-color-lithographed display for its Girder & Panel and Bridge & Turnpike Building Sets.

Other Kenner sales aids available include three sizes of advertising mats on every item in the line; "action" glossy photos showing the toy in use; still photos of the toy, package-lid and platform, three-color, 24-page envelope stuffers; and full-color window streamers.

# Lowe's New Michigan Rummy Game Available in 98¢, $1.98 Models

E. S. Lowe Company, Inc., New York City, announces an innovation in the traditional American family card favorite—Michigan Rummy. Designed to make the game easier and more fun to play, Michigan Rummy by E. S. Lowe, consists of a sturdy three-dimensional high-impact, plastic tray on a revolving board of lifetime hardwood.

Michigan Rummy is available in two models retailing at 98¢ and $1.98 respectively. The $1.98 model also contains a set of 150 colorful interlocking chips made of unbreakable plastic and packed in a reusable plastic container. Both come in handsome four-color display boxes.

# Payson V-P with Marketing, Inc.

The appointment of John V. Payson as executive vice-president (effective May 1) of Marketing, Incorporated, P.O. Box 741, New Haven, Conn., has been announced by Peter Hodgson, president of the concern. Mr. Payson brings to his new post

John V. Payson

considerable experience in the toy and marketing fields including 10 years in wholesale administration, three years in manufacturing, and work on television promotions and foreign markets. He studied at Yale, majoring in economics.

Commenting on his appointment, Mr. Payson describes his new association as stemming from a friendship of long standing with Mr. Hodgson, whom he became associated with while a senior at Yale in 1949. At that time Mr. Hodgson had begun working on his ideas for marketing Silly Putty as a toy, meeting with little enthusiasm at first. By early 1950, however, when Mr. Payson joined Mr. Hodgson, Silly Putty was already becoming popular and Mr. Payson says that they worked long hours in cramped manufacturing quarters trying to keep up with the demand. Today, Mr. Payson says, Silly Putty is a staple in the toy trade, thanks to the continued efforts of Mr. Hodgson.

"In the months to come we are going to expand into the development, marketing and promotion of new toy items, combining Peter's (Mr. Hodgson) talent in marketing with the practical experience I have picked up over the years," Mr. Payson says. "In addition we will not be averse to subjecting established items to scrutiny. With so many ideas in the making, our days for months to come will be extremely active, conducting marketing tests, resolving production problems and implementing sales policies. While we won't necessarily be introducing any new technique to the toy business, we propose to evolve a coordinated approach to the current problem, an approach which recognizes the marketing of toys as an integral part of the whole marketing picture, and which we are certain will bring about some interesting innovations in currently accepted methods."

### BACK IN SEPTEMBER 1954

A 6" model of the White House could be made with 72 precision-interlocking parts from a new kit.

### FRIED MARBLE JEWELRYCRAFT KIT AT 98¢ FROM MARBLE GEM

A new skin-packed Fried Marble Jewelrycraft Kit offering a complete package for making a matching set of earrings, a pendant and charm bracelet, has just been

brought out by Marble Gem Creations, Inc., 85 Greene Street, New York City 12.

Geared to sell in toy and novelty stores, the 98¢ rack kit is attractively packed on a two-color card measuring 5½" by 7". Packing is 36 per carton and each carton contains a large window streamer and newspaper montage reprint (17" by 22") for store-window or counter display.

More information and a catalog page are available from Saul Mondschein & Company, 200 Fifth Avenue, New York City, the firm's national sales representatives.

### HASBRO'S NEW HURDY GURDY MUSICAL TOY SET FOR FALL TV

Hassenfeld Bros. of Central Falls, R. I., will promote its new musical toy creation, via both network and local spot television during the fall season this year.

The new Hasbro Hurdy Gurdy is a unique musical toy which allows a child

to compose his own melody for almost any song. Plastic pegs are inserted in a music roller which is activated by a crank to tap out notes on colorful metal tune bars. Several patterns are supplied, similar to player-piano rolls, complete with words which serve as a guide to reproducing children's favorite melodies.

The Hurdy Gurdy, a colorful replica of the old-time street organs so popular in Dad's day, is sturdily built of high impact plastic and features a handsome yellow cabinet with red under-carriage and simulated, hand-carved, decorative blue trim.

The toy is attractively packaged in a colorfully-decorated, visible package.

### FIBERGLASS SAILBOATS

► Fiberglass Sailboats, 8428 San Fernando Rd., Sun Valley, Calif., leads off its line with the 28′ All-American, a cruising craft measuring 27′ 5″, 9′ beam with a 4′ 3″ draft. With sleeping for six, the sloop-rigged craft carries 332 sq. ft. of sail with an aluminum mast. The quarters include a salon-dinette. At $6995, less sails. The All-American is similar in design to the 21′ Champion, another fiberglass model, which is trailerable, yet sleeps four and has enclosed head, at a price just under $3500, also less sails.

### HINCKLEY

► Newest addition to Hinckley fiberglass sailboats is the Sparkman & Stephens designed Pilot, cutter or yawl, available in three models, allowing for four, five- or six-berth layout. The Pilot is 35′ 9″ in overall length, 25′ at the waterline, with a 9′ 6″ beam, drawing 5′ and is powered by a Gray Sea Scout engine (diesel optional). In addition, Hinckley offers the Bermuda 40 and Sou'wester 30 in two versions, custom and special, with the difference a simplified equipment list for the special. The Bermuda 40 is also available in a sloop or yawl rig. Henry R. Hinckley & Co., Southwest Harbor, Me.

FIBERGLASS SAIL BOATS CHAMPION SLOOP

CONTROVERSY 27′ BY MOUNT DESERT

### MOUNT DESERT

► Mount Desert Yacht Yard, Inc., Mt. Desert, Me., builds Controversy-type auxiliaries, leading off with the Controversy 27′ and the trailerable 25′ Amphibi-Con, wooden hulls with fiberglass construction optional. The C-27 is 22′ 6″ at the waterline, with a beam of 7′ 11″ and a 2′ 10″ draft (centerboard up). The Amphibi-Con is 21′ 8″ at the waterline, 7′ 9″ in beam and 2′ 4″ draft (centerboard up). Available as basic kit or finished. Other boats include the 24′ Amphibi-Ette, and 26′ through 36′ Controversy types on custom order.

### THORSTAND YACHTS

► On top of the Thorstand line are the 48′ La Mer D'Azur motorsailer, the 37′ Serendipity motorsailer, and the 26′ Thunderbird sloop. For the Serendipity, three plans and rigs are available—all on the same mahogany plywood planked hull covered with fiberglass. With a waterline length of 37′, Serendipity has a 12′ beam, 4′ 6″ draft and a working sail area of 425′ in dacron and nylon. The La Mer D'Azur has a 14′ beam and 5′ draft. The 26′ sloop is a cruiser-racer with 308 sq. ft. of sail area, 7′ 6″ beam and 4′ 9″ draft. Thorstand, Innes Ave. and Griffith St., San Francisco, Calif.

### SOUTH SHORE DINGHIES

► The South Shore series of outboard and sailing prams and dinghies features five new models, built of polyester resin reinforced with fiberglass, with white gelcoat finish. Gunwale guards in both the Yachtsman's Dink and the Sailing Dink are of heavy vinyl with black insert strip. All boats can take outboard motors to 3 hp. The sailing model is equipped with aluminum mast and boom, nylon sail, mahogany rudder and centerboard and poly rigging. Information: 2506 Merride Rd., Bellmore, N.Y.

HINCKLEY SOU'WESTER 30

### FLEETFIN

► Fleetfin Marine, Box 311, Centereach, N.Y., builds the Gull 14′ sailing surfboard boat, a mahogany plywood autotop model with folding aluminum mast and spars, and nylon sail. With a 4′ beam, the Gull draws 13″, has a 4′ beam, weighs 100 lbs., and sells for $299.

### SOUTH FREEPORT

► The South Freeport 33, designed and built by the South Freeport Yacht Basin, Inc., South Freeport, Me., is a cruising yawl 28′ 7″ at the waterline, with 10′ 1″ beam and carrying 512 sq. ft. of working sails. Of wood construction, the boat is auxiliary powered by inboard or outboard motor, and sleeps six to eight depending on cabin arrangement selected. The SF 33 is also available as a sloop. Approximately $20,000.

### CLUETT

► An addition has been made to the Cluett International series of cruising-racing yachts with the all-wood 46′ International 900. Also available is model 800, which is 41′ and similar in design to the larger boat. Designed for Cluett, Greenwich, Conn., by Robert G. Henry Jr., the boats are an extension of Henry's design for the International 500 and 600 series yachts.

FLEETFIN GULL 14′

THORSTAND 37′ SERENDIPITY

# Crisloid Division Introduces New Traveler's Companion Game Set

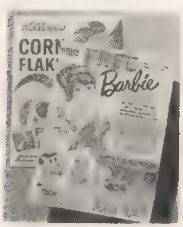
Cribbage, Jack Pot, Royal Flush Poker and Casino Craps are all games that can be played with a new Traveler's Companion set recently introduced by Feature Games, a division of Crisloid Plastics, Inc., 55 Porter Street, Providence, R. I.

Each set includes storage for cards, 100 chips, five poker dice, three jackpot dice, one pair of regular dice, six pegs and game instructions. Suitable for the entire family, the set features a modern slim line design and comes in a colorful display box.

### MATTEL, KELLOGG IN JOINT BARBIE FAN CLUB PROMOTION

In mid-October, the Barbie Fan Club began getting what is described as its "greatest national exposure" with the kick-off of a joint promotion by Mattel, Inc., Hawthorne, Calif., and the Kellogg Company.

An offer of a free Barbie Magazine, a




free autographed, four-color picture of Barbie suitable for framing, and a free membership application for the Barbie Fan Club in exchange for the box top is now appearing on the back panel of 30 million or more boxes of Kellogg's Corn Flakes in markets throughout the nation. The special promotional packages of Kellogg's Corn Flakes, in all three family sizes, were put on dealers' shelves after October 15.

In addition to the free magazine and Barbie Fan Club offer, each package's back panel offers a Mattel book of games and puzzles in exchange for a Corn Flakes box top and 30¢. Also featured is a presentation of Vac-U-Form, Mattel's new make-and-play vacuum molding toy. A reference to the Barbie Magazine offer is also appearing on the front panel of each package. The magazine includes 20 colorful pages of fiction, picture stories, special features, things to do and news about the fast-growing Barbie Fan Club, which was organized by Mattel this summer.

Kellogg's is promoting the Barbie Fan Club package offer on television with 60-second spots on the top-rated "Beverly Hillbillies" show and on such Kellogg-sponsored children's shows as "Yogi Bear," "Huckleberry Hound" and "Quick Draw McGraw."

Free promotional material, including four-color shelf talkers and three sizes of ad mats, are currently available to retailers of Kellogg's cereals.

### SCHAPER ANNOUNCES APPOINTMENT OF LUND AS SALES COORDINATOR

W. H. Schaper, president of Schaper Mfg. Company, Inc., has announced the appointment of Jack Lund as sales coordinator for the Minneapolis-based firm. Prior to his appointment, Mr. Lund served as Schaper sales representative for the Southeast, with headquarters in Atlanta. The new position was established, according to Mr. Schaper, as a result of the increased sales acceptance generated by the new "Bette Schaper" marketing and merchandising program launched early in 1963.

Mel Silon and Associates have been named Southeastern representatives for the sales territory formerly covered by Mr. Lund.

Mr. Schaper has also announced the appointment of H. G. Wathen and Company, New York City, as export agent handling all Schaper game sales outside of the continental limits of the United States, with the exception of Canada.

### HENRY SCHILLER

Henry ("Hank") Schiller, a well-known figure in the toy industry for about 37 years, died recently at the age of 61. Though employed with the sales representation firm of Luttinger & Weil since 1959, Mr. Schiller's chief toy experience

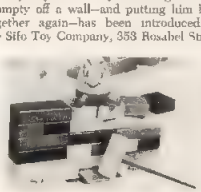
"Hank" Schiller

was gained as a buyer, with Loeser's in Brooklyn, N. Y., from about 1926 to 1946, and with Stewart's in Baltimore for about 11 years. In the several years prior to his association with Luttinger & Weil, Mr. Schiller served as toy buyer in the Cavendish Trading Corporation resident office in New York City.

Profiled in PLAYTHINGS in July 1959, Mr. Schiller told this magazine's interviewer about the numerous successful store promotions conducted under his leadership, but he was perhaps most proud of his accomplishments in the Boy Scout program. At that time he had spent some 40 years as a Scoutmaster and was regularly devoting three nights a week and weekends to working with youngsters.

### EGG MAN, BLOCKS IN SIFO'S HAPPY HUMPTY DUMPTY TOY

A new toy that enables kids to have nursery rhyme fun by knocking Humpty Dumpty off a wall—and putting him back together again—has been introduced by the Sifo Toy Company, 353 Rosabel Street, St. Paul, Minn.



Called Happy Humpty Dumpty, the $4 item comes complete with a four-part egg man and 18 brightly colored blocks that may be assembled into a wall. One blow of the wooden hammer that is provided, and down goes Humpty. The game can be played over and over again, as the child reassembles both Humpty and the wall.

The 2" blocks may also be used to build castles, forts and bridges, offering the child training in coordination. All paints used are non-toxic and lead-free, the manufacturer reports.

### NEW 98¢ BIKE SPEEDOMETER FROM NOVELTY MFG. COMPANY

A new 98¢ Air Speedometer, with which a youngster can measure the wind speed produced while riding his bike, is now being offered by Novelty Mfg. Company, Inc., 63 Dickerson Street, Newark 3, N. J.

S. H. Burger, president of Novelty, says

that while the Speedometer gives surprisingly accurate readings, it is primarily a "decorative accessory designed to provide much play value." The all-plastic item measures 5" high and fits on bicycles and tricycles of all sizes.

The Speedometer is attached by first wrapping its strap around the handlebar of the bike or trike and then pressing the square nut into the square depression in the back of the strap. The machine screw is then inserted through the hole in the front of the strap and pushed through until the nut is engaged. Then the screw is tightened with a screwdriver until the strap is tight on the handlebar.

Available in red and ivory, the Speedometer is carded and bagged with an attractive header for rack or counter display

### TOY CREDIT MEN START SOUTHERN REGIONAL GROUP

Formation of the Southern Regional Credit Chapter of Toy Manufacturers of the U.S.A., Inc., has been announced by Myron A. Menchel, executive vice-president of Amsco Industries, Inc., and chairman of the association's Credit and Collection Committee. His announcement followed the organization meeting held on October 1, at the Holiday Inn, in Memphis.

Chairman of the new credit chapter is J. E. Dale, of Universal Mfg. Company, Bossier City, Louisiana.

Eleven representatives from nine toy manufacturing firms attended the meeting. They agreed to meet once a month, with the next meeting scheduled for Thursday, October 24, in Atlanta. Subsequent meetings will be held in other cities throughout the South.

Besides organizing the group as a credit chapter of the toy manufacturers' association, those in attendance in Memphis exchanged credit experience on mutual accounts. Leading the discussion during the credit exchange was Edward J. Rivoir, administrator of credit and collection for the association.

# Authentic Model Version of '64 Buick Riviera New from Cox

A Gas Power Racer, an officially authorized (GM), highly detailed scale model of the '64 Buick Riviera, is a new offering in the extensive line produced by the L. M. Cox Mfg. Company, P. O. Box 470, Santa Ana, Calif.

The car reportedly takes off from a standing start and is equipped for all three forms of model auto racing: straight-away competition, timed dragstrip and circular track.

In big 1/20-scale, Gas Power Racer comes with full exterior and interior realism including a bucket seat and dashboard detail. Other features include a ready-to-run chassis with an instant snap-on, one piece body, full chrome accessories such as hub caps, bumpers, fittings and so forth; a sturdy steel X-frame and dual rear wheel drive.

Supplied in either maroon or cream plastic (with contrasting interiors), the car may be painted, striped and customized to suit the modeler.

# Complete Space Control Command Set Brought Out by Multiple

Multiple Products Corporation has brought out a new toy set that reportedly consists of all the individual pieces needed to establish a complete space control command.

Called U. S. Air Force Space Control Command (#3500), the item includes a metal control-center building with a radar station, mobile rocket firing skysweeper, multi-rocket launchers, an armored rocket carrier and a missile-firing commander vehicle. Completing the set are such realistic pieces as two flying helicopters, an automatic helicopter launching station, orbital missiles and launching gantries, a command jeep and many astronauts, missile men, weapons and equipment.

More information on the item is available from Sid Lang at Multiple Products, 1260 Zerega Avenue, Bronx 62, N. Y.

### BACK IN DECEMBER 1925

A Dolly's Overnight Case which looked "just like mother's" consisted of eight toilet articles, had plenty of room for the doll's trousseau, and came in attractive imitation grain leather.

### AUBURN RUBBER APPOINTS ARTHUR HALPERN SALES MANAGER

Auburn Rubber Company, Inc., announce that they have appointed Arthur Halpern sales manager Mr. Halpern has been associated with Auburn for many years, during which he has been in charge of the New York office and Eastern sales. His long association with the firm has made him thoroughly familiar with both its sales and manufacturing activities.

Mr. Halpern will continue to make his headquarters at Auburn's New York City sales office, Suite 748, 200 Fifth Avenue, and emphasizes that he will be in daily communication with the factory in Deming, N. M.

In addition to his sales management duties, Mr. Halpern is planning to devote much attention to product development and states that many new additions to the Auburn line are already under way. He is enthusiastic over the increased values that are reflected throughout the current Auburn line, which have been made possible by modernizing Auburn's mass production facilities with the latest advances in automation. "We will aggressively concentrate on producing the most comprehensive line of rubber and vinyl toys in the history of the Auburn Rubber Company", said Mr. Halpern.

# Gilbert Announces Opening of Nat'l Science Award Program

LAUNCHING of a national program to stimulate developing scientific talents, has been announced by the A. C. Gilbert Company. Called the Annual National Science Award Program, it offers cash and merchandise awards to youngsters in grades 7 through 12 for original science projects.

In announcing the start of the program, A. C. Gilbert, Jr., chairman of the board, said "The nation's need for scientists grows more acute daily, and undoubtedly the best time to encourage scientific interests is in the formative school years. The A. C. Gilbert Company, through its manufacture of science sets that help capture youthful imaginations, has contributed to the formation of a reservoir of scientists for more than fifty years. We believe that initiation of a nationwide school-age science awards program can do a great deal at this time to encourage and reward a heavier flow of our youth to the choice of a science career."

The Gilbert Science Award Program is open to all students regularly enrolled in public, private or parochial schools in the United States and its possessions. Two groups of awards have been established for students entering projects based upon their grade levels as of March 1, 1964.

The Junior Science Award Program for grades 7, 8 and 9, and a Senior Science Awards Program for grades 10 through 12, offer separate and identical awards for four categories of investigation.

Project areas are the life sciences, biology, zoology, microbiology, etc.; physical sciences, physics, chemistry, etc.; earth sciences—geology, meteorology, etc.; and space sciences astronomy, satellite, engineering, etc

The awards will be given for written reports describing the most original project conducted by a student in each one of these four fields. The project must be one that is carried out with Gilbert equipment, or one that could be carried out with Gilbert equipment, with additional accessory materials.

Immediate cash awards of $100 will be paid to the winners of the first prize in each category, in each of the junior and senior divisions. Additional cash awards of $250 and a citation for "Ontstanding Scientific Achievement" will be mailed to the school principal to be presented to each winner at the end of his school year

Second prize in each category will be an immediate payment of $50 and an additional $100 presented at the end of the school year. A citation for "Distinguished Scientific Achievement" will also be made at that time

The next 50 students whose projects the judges decide are most deserving in each category will receive honorable mention awards immediately, consisting of merchandise from Gilbert's advanced line of science sets. Citations for "Advanced Scientific Achievement" will be made at the end of the school year

According to Mr. Gilbert the new program will be heavily advertised and publicized in school-oriented and scientific publications, as well as other consumer media. Dealers and wholesalers will be supplied with appropriate display materials on the program, together with official entry blanks. Others may obtain the official entry blanks by writing directly to the National Science Awards Program at the A. C. Gilbert Company, New Haven, Conn.

Entries will be submitted between October 15, 1963, and February 1, 1964. Judging, by a panel of recognized experts in the scientific profession, will take place in February and March, and winners will be notified by mail early in April. Names of winners in each category of each division will appear in an April issue of Science World magazine.

"We hope that all our dealers will see the benefit in this National Science Award Program," Mr. Gilbert said, "and make every effort to call it to the attention of local school officials."

### MISS TALBOT JOINS SHOWROOM SALES STAFF OF ELITE, FAMUS

Miss Gail Talbot, well known in the toy industry for many years, has joined Elite Creations, Inc., manufacturers of vinyl and plastic dolls, and miniatures; and the

Gail Talbot

Famus Corporation, sales agents and importers of toys, novelties and housewares, in their new joint showrooms in the Fifth Avenue Building, New York City.

As administrative assistant in charge of showroom sales, Miss Talbot brings to her new post a wide knowledge of both the domestic and import fields. She entered the toy trade 13 years ago as catalog coordinator and executive secretary at March of Toys, and more recently had also handled their import operation from the New York office

### PARADISE LICENSED TO MAKE NATIONAL FOOTBALL LEAGUE DOLLS

Paradise Manufacturing, Los Angeles, recently completed negotiations with National Football League Properties, Inc., for the exclusive rights to manufacture, import and market inflatable plastic foot-

ball player dolls. The dolls, called Football Favorites, will carry the official colors and insignias of the 14 individual teams in the NFL and will be sold both at the stadiums and at the general retail levels.

There are three different player positions represented, ball-carrier, center and passer, which are scaled to 17" in height. Shipments are made in lots of 12 dozen assorted characters individually packed in polyethylene bags.

For complete information, write Paradise Manufacturing Company, 2840 E. 26 Street, Los Angeles 23

**NEW FROM ELKA, A DEVILISH STUFFED TOY CALLED LUCIFER**

Elka Toys, 30 W. 24 Street, New York City, has just brought out a colorful new stuffed toy which it describes as a "delightful devil designed as a playmate for

gals and guys of all ages."

Aptly called Lucifer (#711), the toy has a sculptured fiery red vinyl face, black sculp, horns, and distinctive demonish-looking facial features. Lustrous pile plush (in red and black with white) forms his Foam-Aire stuffed body, fitted as a tuxedo with peaked lapels, gold studs, a wing collar and bow tie. His hands and gloves are white vinyl and he wears "patent leather" shoes

A $6 retailer, Lucifer also has a convenient ribbon loop in the back so that he can be hung up anywhere. Measuring 27" long, the toy is packaged in a poly bag with header. Packing is 24 per 34-pound carton

Elka Toys has a showroom (#711) at the 200 Fifth Avenue Building, New York City

**TINY CHATTY BABY DOLL CASE NEW FROM STANDARD PLASTIC PRODUCTS**

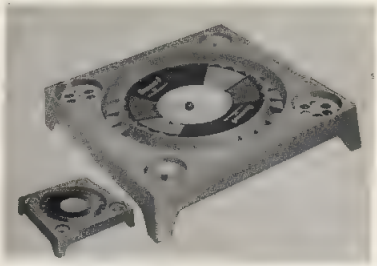
New from Standard Plastic Products Inc. Plainfield, N. J., is a handy Tiny Chatty Baby Doll Case (#800) measuring

16" high, 13" wide and 4¾" in diameter

Available in Tiny Chatty pink, the case features distinctive color treatment on material and full color screening. The retail price on the item is $3.98 and packing is 12 per 40-pound shipper.

Standard Plastic Products is officially licensed by Mattel to make the Tiny Chatty Baby Doll Case. Standard is also offering the licensed Chatty Baby Doll Case-Wardrobe combination to retail at $3.98

# Syncron-8 Electric Marble Game New Offering from Transogram



Syncron-8, a new electric marble game with which eight different games can be played, has just been introduced by Transogram Company, Inc., 200 Fifth Avenue, New York City

Providing plenty of action, and involving skill and coordination, Syncron-8 offers varying objectives for beginners and practiced players. Suitable for persons from 5 to adult, the game is designed for 1-4 players.

A plastic electronic spinning machine with two control buttons, target wells and marble storage wells are features of the game. By manipulating the control buttons which spin the center disc, and by carefully synchronizing the speed of the disc, the player can accurately spin his marbles into the desired areas on the target.

# Flagg's Line of Flexible Playdolls Includes Complete Family Group

A new Family Set of Playdolls, complete with father, mother, sister, brother and baby, is being offered by Flagg and Company, Inc., 91 Boylston Street, Jamaica Plain 30, Mass.

Like the other dolls in Flagg's line, the Family set members are completely flexible; each of the dolls may be placed in any position to fit various pieces of furniture. According to Flagg, the Family sets are on the scale of ¾" to the foot at $34.80 per dozen, or 1" to the foot at $48.

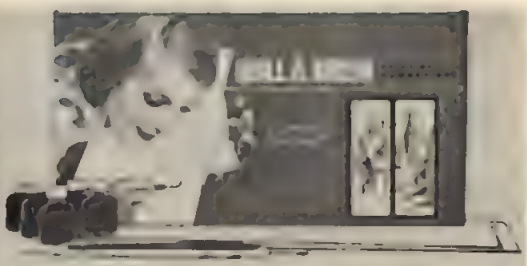
Other items in the Flagg line include Rence, the 8" Campus Queen Wardrobe Doll complete with snap-on washable costumes; educational, realistic Dollhouse Dolls; Community Figures, dolls representing a policeman, postman, gardner, doctor and so forth, Mother Goose and Fairy Tale Dolls, Sports Set Dolls, unbreakable plastic religious figures and Nationality Dolls.

**BACK IN APRIL 1953**

Hi 'n Lo Stilts which measured 71" while in use were reducible to half this length when not in use by virtue of telescoping construction

QUILL & BRUSH

Newest hobby sensation in coordinated Quill and Brush Sets to create a new concept in numbered paintings



# NEW CONCEPTS/Paint By Number Sets

*America's finest Paint By-Numbers line with convenient End-Lathos and protective Shrink Pack overwrapping.*

| | |
|---|---|
| CROWN AWARD | retail $5.00 |
| GOLD AWARD | retail $4.00 |
| GRAND AWARD | retail $3.00 |
| SILVER AWARD | retail $2.00 |
| NEW AWARD | retail $1.00 |
| LAST SUPPER | retail $4.50 |
| QUILL & BRUSH | retail $3.00 and $5.00 |
| QUILL & BRUSH FRAMES | retail $5.00 and $6.00 |
| CORAL CRAFT | retail $5.00 |
| CORAL CRAFT (for kids) | retail $1.00 |
| MATCHING PAIRS | retail $2.00 and $4.00 |

ART AWARD CO. INC.
390 Wythe Avenue Brooklyn 11 New York

# NEW! FRAMES INCLUDED!

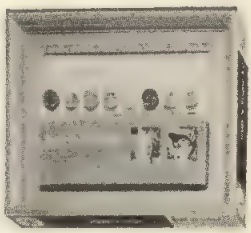
**NOW**
**TESTOR**

## PAINT 'N FRAME KITS—IN THREE SIZES

**Complete with new Décor-Lite Frames**

**No. 500F Series**
**8"X10" Retail $1.69**

**No. 500FL Series**
**6"X13¼" Retail $1.98**



**No. 300F Series**
**10"X14" Retail $2.98**

The biggest news in the oil painting industry! Customers are demanding Paint 'n Frame kits . . . . asking where they can buy . . . . wanting more scenes!

**New Scenes and Sizes—Now available!**

**Attractive package, sells on sight, contains:**

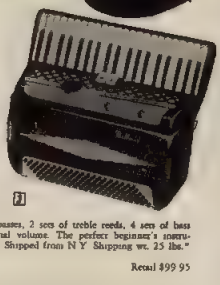
- 2 Oil Painting canvas textured boards,
- 2 Décor-Lite frames
- Artists oil colors and brush
- Catalog and Instructions

For complete information and pricing write for catalog.

*THE TESTOR CORPORATION* **ROCKFORD, ILLINOIS**

ON THE MOVE!
Armory scouts are again making the big moves in hobby kits. And who's bringing up the big guns? Why Aurora, of course — with 6 sure-firing numbers right on target. Now, combat-action art-work by the renowned John Steel dramatizes the packages with "you-are-there" realism!
GENERAL PATTON TANK
IN. HOWITZER
155 MM LONG TOM
GERMAN PANTHER TANK
RUSSIAN STALIN TANK
BRITISH CENTURION TANK
Soon to come — a World War II German Tiger tank and a Japanese medium tank! All at the most popular retail price — 98c! Start beseiging your jobber now!
AURORA
AURORA PLASTICS CORP. ★ WEST HEMPSTEAD, NEW YORK

# Ballarini ACCORDIONS



THESE OUTSTANDING IMPORTED ACCORDIONS ARE MADE OF THE FINEST MATERIALS AVAILABLE AND ARE UNEXCELLED FOR THEIR TONAL QUALITY AND POWER.

PIANO ACCORDION, 25 treble keys, 12 basses, 2 sets of treble reeds, 4 sets of bass reeds. Excellent tone, easy-playing, exceptional volume. The perfect beginner's instrument. Complete in hard-shell Gladstone Case. Shipped from N Y Shipping wt. 25 lbs.*

57653F3750 Retail $99.95

PIANO ACCORDION (Illustration "J"). 41 treble keys, 120 basses, 2 sets of treble reeds, 4 sets of bass reeds. Fully automatic treble switch (2 levels). Superb workmanship and materials. Made by one of Italy's greatest manufacturers. Complete in finest Gladstone carrying case, lined with silk-plush. Supplied in either medium size or small size. Shipped from N Y

MEDIUM SIZE. Shipping wt. 35 lbs.* 57654F17400 Retail $299.50
SMALL SIZE. Shipping wt. 33 lbs.* 57655F17400 Retail $299.50

## 20 YEAR GUARANTEE

The instruments shown are made by the world's leading manufacturers. Each is fully guaranteed for 20 years as to workmanship and materials. For further information about these instruments, or if you are interested in instruments not shown, please write. We can furnish every type of instrument from a Harmonica to a Sousaphone. Please specify exact type of instrument in which interested when writing for information on instruments not shown.

GUITAR. Standard size laminated all-maple body. Slim, steel-reinforced neck. 14-fret maple fingerboard. Shaded, sunburst finish. Shipped from Grand Rapids. Shipping wt. 10 lbs.*

57656F1470 Retail $24.50

CARRYING CASE for above Guitar. Shipped from Grand Rapids. Shipping wt. 9 lbs.*

57699F578 Retail $9.50

GUITAR. Super auditorium size, arched top and back. Hand-polished, shaded walnut finish. Spruce top, laminated maple back and sides, slim, steel-reinforced neck. Celluloid bound genuine rosewood fingerboard, adjustable rosewood bridge. Shipped from Grand Rapids. Shipping wt. 11 lbs.*

57660F3150 Retail $52.50

GUITAR. (Illustration "M"). Master-size (17"x42") cutaway model with many professional features. Selected spruce top, laminated curly maple back and sides, celluloid-bound edges. Slim, steel-reinforced neck. Oval rosewood fingerboard with celluloid binding and nickel-silver frets. Adjustable rosewood bridge. Beautiful, lustrous, hand-rubbed and hand-polished finish. Shipped from Grand Rapids. Shipping wt. 12 lbs.*

IN VIOLIN-BROWN 57661F4797 Retail $79.95
IN HONEY BLONDE 57662F5097 Retail $84.95

CARRYING CASE for all Guitars except Standard Size Guitar. Shipped from Grand Rapids. Shipping wt. 10 lbs.*

57663F900 Retail $15.00

UKULELE (Illustration "N") Famous "Favilla" make. Genuine Mahogany body and neck, ebony nut and bridge saddle. Beautiful, rich tone. Inlaid position dots. Finished in three coats of hand-rubbed lacquer. Shipped from N Y Shipping wt. 4 lbs. 4 ozs.

57664F1680 Retail $27.00

BARITONE UKULELE (Illustration "O"). Genuine and famous "Favilla," the Aristocrat of Baritone Ukes. Made of genuine, hand-rubbed, finest quality mahogany. Perfect intonation, beautiful deep, mellow tone. Shipped from N Y Shipping wt. 11 lbs. 4 oz.

57665F3600 Retail $60.00

# HALLMARK DRUM OUTFIT

Complete Drum Outfit consisting of 14" x 6½" regulation Snare Drum with automatic snare release, adjustable tripod stand in sturdy steel with black satin finish drum sticks, and instruction booklet. In decorated carrying case. Shipped from New York. Shipping wt. 8 lbs. (Illustration "K").

57672F1351 Retail $22.50

# Portable Electronic ORGAN

ELECTRONIC CHORD ORGAN. (Illustration "L"). Piano keyboard of nearly 3 octaves; 40 chord buttons for fundamental major, minor, and seventh chords. 2 sets Swedish steel hand-tuned and hand-finished reeds for the piano keys, 3 sets for the chord buttons. Built-in music desk. Knee swell (volume control operated by the knee) as in highest-priced organs. Piano keys and chord buttons numbered to correspond to numbers in song book furnished free, permitting immediate playing of standard songs without previous experience or lessons. AC current, 110-125 volts. Hand-finished and polished wood cabinet in mahogany or blonde. SPECIFY WOOD FINISH DESIRED WHEN ORDERING. Shipped from N Y. Shipping wt. 25 lbs.*

57657F10387 Retail $159.50

SET OF LEGS FOR ORGAN. 4 anodized aluminum legs for either of above models, attachable or removable in seconds. In bag with separate compartment for each leg. Shipped from N.Y. Shipping wt. 5 lbs.

57658F813 Retail $12.50

CARRYING CASE FOR ORGAN. For either of above organs. Made of 3-ply wood, covered in scuff-proof vinyl, flannel lined. Compartment for set of legs. Shipped from N.Y. Shipping wt. 12½ lbs.*

57659F1072 Retail $16.50

# BONGOS

Hand-made in Mexico by skilled craftsmen of highest quality materials. Heads of genuine goatskin. All models beautifully finished inside and out.

BONGO. Two-tone natural wood finish. Height 5¾". Heads 5¼" and 6¼". Excellent tone and response. Shipped from Grand Rapids. Shipping wt. 2 lbs.

57666F519 Retail $8.95

LARGE BONGO. (Illustration "P"). Two-tone natural wood finish. Height 6¾". Heads 6¼" and 7¼". Superior tone and response. Shipped from Grand Rapids. Shipping wt. 3 lbs.

57667F781 Retail $12.95

LARGE BONGO. Same as large Bongo described above except that sides are curved to facilitate gripping of the Drums between the knees. Shipped from Grand Rapids. Shipping wt. 3 lbs.

57668F1041 Retail $14.95

Items marked * shipped by express, all others by parcel post.

A554—21¼" x 7" in highly polished, shaded finish with striped edges and sound hole.
60637F647—Ukulele ..... Ret. 9.95

**Baritone Uke**

A561—29¾" x 10" in dark mahogany. Tuned like a guitar with deep mellow tone.
60638F1797—Baritone Uke ..... Ret. 29.95

## ROYALIST MANDOLIN

A1010—Lute style mandolin in mahogany color finish with striped edges. Supplied with pick and self-instruction course. Chipboard case

60647F1735 — Mandolin. . . Ret. 29.75
60648F2205 — Mandolin with case Ret. 36.00

A627

## Royalist RECORDERS

Easy to learn, low in cost and an excellent introduction to more advanced woodwind instruments.

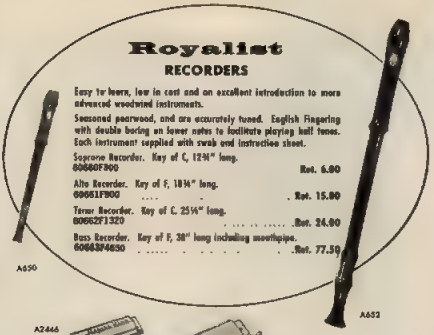
Seasoned pearwood, and are accurately tuned. English Fingering with double boring on lower notes to facilitate playing half tones. Each instrument supplied with swab and instruction sheet.

Soprano Recorder. Key of C, 12¾" long.
60660F300 Ret. 6.00

Alto Recorder. Key of F, 18¼" long.
60661F800 Ret. 15.00

Tenor Recorder. Key of C. 25½" long.
60662F1320 Ret. 24.00

Bass Recorder. Key of F, 38" long including mouthpipe.
60663F4650 Ret. 77.50



A650

A652

## Royalist ACCORDIONS

Rich toned, professional quality. Hand made and

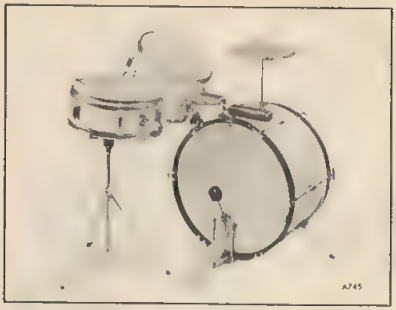
A2446

A830

## HOHNER HARMONICAS

Made by Hohner, of Germany Acknowledged to be the World's finest All instruments supplied with complete self-instruction course.

A2446—Marine Band Harmonica. 10 holes, 20 reeds, 4" long. Key of C or G. Specify.



A745

## Royalist DRUM OUTFITS

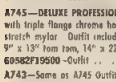
All Royalist drums are made with molded plywood shells, bright plated metal parts and professional features. Choose from the wide range listed below with confidence that whatever your choice, the value is tops.

A5641—STANDARD DRUM OUTFIT. A good starter set with all the fundamentals necessary. Drums in white lacquer finish, calfskin heads and bright plated hardware in single tension style. Outfit includes 5" x 13" snare drum, 12" x 22" bass drum, all accessories and self instruction book.
60581F7800 —Outfit . . . . . Ret. 129.50

A745—DELUXE PROFESSIONAL DRUM OUTFIT with separate tension drums and tunable tom tom with triple flange chrome hoops and white pearl finish shells. Heads are newest extra strong non-stretch mylar. Outfit includes complete set as pictured above including 5½" x 14" snare drum, 9" x 13" tom tom, 14" x 22" bass drum all accessories and self instruction book.
60582F19500 —Outfit . . . . . Ret. 325.00

A743—Same as A745 Outfit but without the Tom Tom and Tom Tom Holder
60583F15600 Outfit . . . . . Ret. 260.00

## ORCHESTRA AND PARADE DRUMS



A2050

A2050—Orchestra Snare Drum with 5" x 13" white lacquer shell and calfskin heads, single tension hardware and throw-off snare strainer. With sticks and self-instruction book.
60584F1770 —Drum . . . . . Ret. 29.50

A2081

A2081—Parade Drum with mahogany finish shell, natural hoops and calfskin heads, single tension rods, adjustable snare strainer 14" shell, 10" high without the hoops. With stick, canvas sling and self-instruction book.
60585F2670 —Drum . . . . . Ret. 44.50

## Royalist BAND INSTRUMENTS

ROYALIST CLARINETS are standard Bb Boehm system with 17 keys and 6 rings—all keys and rings of nickel silver. Furnished with deluxe plush luggage style case, swab, cork grease, music tyre and self instruction course.

AR565 Royalist Ebonilla Clarinet Outfit Excellent value, and assures proof from cracking.
60591F8596 —Clarinet Outfit Ret. 119.50

AR570—Royalist All Wood Clarinet Outfit of African Grenadilla, like most expensive clarinets.
60684F7150 —Clarinet Outfit Ret. 129.50

AR572—Royalist Artist Model Wood Clarinet Outfit is our best quality. From special, selected Grenadilla wood. Truly professional.
60592F11475 Clarinet Outfit Ret. 195.00

Royalist Saxophones have latest styling and deluxe quality features, making them the best of values. Finished a clear lacquer with bright nickel keywork. With deluxe plush lined luggage style case, swab, cork grease, music tyre, neck cord and self instruction course.
60593F16770 —Alto Sax Outfit Ret. 279.50
60594F20970 —Tenor Sax Outfit Ret. 349.50

A1324

AR577—Royalist Flute Outfit is standard Boehm system in key of C with closed G # key. Furnished with deluxe plush case, cleaning rod and self-instruction course.
60595F7500 —Flute Outfit Ret. 125.00

### ROYALIST TRUMPETS, CORNETS AND TROMBONES

Handsome instruments, sturdily made and accurately pitched. Engraved brass, clear lacquered. Standard key of Bb, complete with plush case, oil, music tyre and self-instruction course. Deluxe instruments have nickel silver trim, hand ground valves and deluxe luggage style cases.

60596F5100 —Trumpet Outfit Ret. 94.50
60685F6073 —Deluxe Trumpet Outfit . . . . . Ret. 109.50
60597F8073 —Deluxe Cornet Outfit . . . . . Ret. 109.50
60598F7475 —Deluxe Trombone Outfit . . . . . Ret. 135.00

AR7250—ROYALIST BUGLES—Standard U. S. Regulation brass bugle in key of G with slide change to F. 18" long. Silver plated mouthpiece and self-instruction course.
60599F883 Bugle . . . . . Ret. 15.75

## ROYALIST LATIN RHYTHMS

### BONGOS

A1321—STANDARD SIZE WOOD BONGOS two tone with goatskin heads 4¾" and 5¼" and carved sides for grippies. Self-instructions.

And when Mattel's 4 new hand puppets do start talking (with Mattel's patented and proven voice unit, of course) they're a pretty persuasive group. Right now, they're talking their way into the heart of every kid around. Because Cecil©, Dishonest John©, Bugs Bunny©, and Mr. Ed© are made to make kids happy.

And to make money.

## TOGETHERNESS

These 4 new Mattel talking hand puppets have gotten together in Mattel's Talking Puppet Assortment. And for only one reason: so you'll have exactly the right puppet at the right time. Because naturally, every kid will have his (or her) favorite ... and when he comes in, that's the puppet he wants ... and no other one will do. So here, in this Assortment, are all these characters, complete with a colorful display theatre.

MATTEL, INC. TOYMAKERS

"Cecil" and "Dishonest John" © 1960 Robert E. Ubell Enterprises. "Bugs Bunny" © Warner Brothers Pictures, Inc. "Mr. Ed" © 1962 by Mr. Ed Company

## MATTEL'S TALKING HAND PUPPET ASSORTMENT

4 ea. – #375
Talking Cecil© Hand Puppet

4 ea. – #376
Talking D.J.© Hand Puppet

4 ea – #376
Talking Bugs Bunny© Hand Puppet

4 ea. #377
Talking Mr. Ed© Hand Puppet

1 ea.
COLORFUL PUPPET THEATER DISPLAY – FREE

Std. Pack: 1 Ea. Wt.: 25 Lbs.
Stock #378 Retail Value: $108.00

## A LOT OF SOMETHING EXTRA

★★★★★★★★★★★★★★★★★★★★★★★★

That's what all Mattel's advertising for these talking hand puppets is: something extra. Because without exception these characters are big television stars on their own. (Cecil, Bugs Bunny and Mr. Ed have their own shows, of course. . .and Dishonest John is probably the most famous always-foiled villain on TV.) So Mattel's schedule of television advertising is just that much extra. It's designed to take advantage of all the popularity Cecil, and D.J. and Bugs and Mr. Ed have on their own...and to bring all the many fans of these 4 characters into your store.

★★★★★★★★★★★★★★★★★★★★★★★★

© 1963 MATTEL, Inc.

# attention!

*That's the whole idea behind this colorful free counter display that comes with Mattel's Talking Puppet Assortment. To attract attention. And with these 4 colorful characters, how can it miss?*

BARBIE®

**Barbie fans are organizing...**

There's never been anything like the *Official* National Barbie® Fan Club. And every community needs a headquarters. So how about your store? Mattel will furnish you with: a Counter Display Card containing application blanks for free membership, and also subscription blanks for the Barbie Magazine, the official publication of the Barbie Fan Club. And: a colorful Official Barbie Fan Club Headquarters Window Banner.

Millions of little girls all across the country have finally been brought together...and all these Barbie fans (and buyers) will be looking for their Barbie Fan Club Headquarters. This is your chance to bring all these pre-sold Barbie fans into your store.

So go ahead and fill out the coupon. In no time at all, you'll be a headquarters.

*Send coupon to:*
Mattel, Inc.
Box 44, Dept. PS
Los Angeles,
Calif 90051

NAME _____

STORE NAME _____

STREET _____

CITY _____ STATE _____

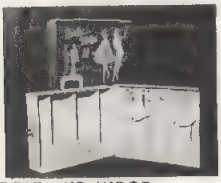
## BARBIE AND KEN TRUNK

**STANDARD PLASTIC**

Calf finish vinyl screened in 4 colors. Separate compartments for bath dolls – pink inside lining for Barbie, blue for Ken. Retaining straps, accessory drawers and hangers. Colors: pink, blue, and red. Size: 10½ x 13 x 7 inches.

Pkd. 3, wt. 11 lbs.

| No. | Retail |
|---|---|
| 5060 | $5.00 |



## BARBIE AND MIDGE DOLL CASE

**STANDARD PLASTIC**

Molded insert holds 2 dolls, clothes, and accessories. Pockets built into the cover for more accessories or child's clothes. Colors: blue, red and pink calf. Size: 17½ x 14 x 3¾ inches.

Pkd. 6, wt. 22½ lbs.

| No. | Retail |
|---|---|
| 300 | $5.00 |

## BARBIE DOLL CASE

**STANDARD PLASTIC**

Features compartment for Barbie doll, clothes hangers and hanging rod, pull-out drawer for accessories. In black, blue, and red patent with carrying handle. Size: 10½ x 12½ x 2¾ inches.

Pkd. 12, wt. 9½ lbs.

| No. | Retail |
|---|---|
| 390 | $2.50 |

## BARBIE DOLL TRUNK

**STANDARD PLASTIC**

Electronically sealed top quality patent leather finish vinyl with attractive 6 color screening. Has retaining strap in doll compartment, 3 drawers and hangers.

Pkd. 3, wt. 11 lbs.

| No. | Retail |
|---|---|
| 5030 | $5.00 |

## KEN DOLL CASE

**STANDARD PLASTIC**

Electronically sealed vinyl with brass fittings. Includes hangers for clothes, double drawers for accessories. Size: 10¾ x 13 x 3¾ inches. Colors: lavender, yellow, turquoise.

Pkd. 6, wt. 13 lbs.

| No. | Retail |
|---|---|
| 395 | $3.00 |

## MIDGE DOLL CASE

**STANDARD PLASTIC**

Companion match-mate to the Barbie doll case. Black, red, and blue patent finish vinyl with quality screening. Size: 10½ x 12½ x 2¾ inches.

Pkd. 12, wt. 20 lbs.

| No. | Retail |
|---|---|
| 380 | $2.50 |

## BARBIE SPORTS CAR

**IRWIN**

Built just for Barbie and Ken. All poly body with chrome like accessories, clear plastic windshield. 18 inches long, 7½ inches wide, 6½ inches high.

Pkd. 6, wt. 22 lbs.

| No. | Retail |
|---|---|
| 4718 | $6.00 |

## TINY CHATTY BABY DOLL CASE

**STANDARD PLASTIC**

Pink vinyl screened in 4 colors with matching lining, hangers, accessory drawers and candy striped garment bag. Size: 16 x 13 x 4¾ inches.

Pkd. 12, wt. 40 lbs.

| No. | Retail |
|---|---|
| 800 | $4.00 |

## BARBIE HANGERS

**STANDARD PLASTIC**

Hangers for Barbie's and Ken's clothes. They fit doll cases, trunks, and Barbie's Dream House. High impact styrene in assorted colors. 24 per card.

Pkd. 3 cards, wt. 12 lbs.

| No. | Retail |
|---|---|
| B-44 | $0.50 |

# PHENOMENAL SUCCESS!

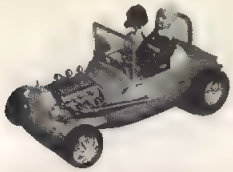
*Continuous Demand, Knows No "Season"*

Barbie®'s Official Four Poster Bed
and Wardrobe by Susy Goose®
Licensed Exclusively by Mattel

*Reorder Now For Continuous Sales!*

®REGISTERED TRADEMARK

Susy Goose
"TOYS THAT MOLD CHARACTER"
KIDDIE BRUSH & TOY COMPANY • JONESVILLE, MICHIGAN
SALES REPRESENTATIVE
HENRY KATZ
INCORPORATED
ROOM 540



## BARBIE AND KEN'S HOT ROD
**IRWIN**

Has clearview windshield, bucket seats, large wheels on rear, standard wheels on front, plastic body, and chrome-like trim. Size: 18 x 10½ x 7¾ inches.

Pkd. 6, wt. 24 lbs.

| No. | ✱ | Retail |
|---|---|---|
| 4791 | | $8.00 |

## TAMMY CARRYING CASE
**IDEAL**

13 inch case with compartment for Tammy. Has rack with hangers and an accessory drawer. In assorted colors.

Pkd. 6, wt. 14 lbs.

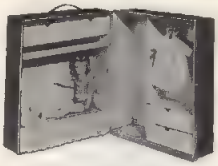
| No. | Retail |
|---|---|
| 9570 | $2.50 |

## TAMMY HAT BOX
**IDEAL**

10 inch hat box in patent finish, pictures of Tammy on the lid. Full zipper and sturdy construction.

Pkd. 12, wt. 10 lbs.

| No. | Retail |
|---|---|
| 9571 | $2.00 |



## TAMMY TRAVEL CASE
**IDEAL**

Trunk that holds bed, spread, 2 pillows, clothes rack, drawers, hangers, shelf and a place for Tammy. With aluminum edge for strength.

Pkd. 3, wt. 14 lbs.

| No. | Retail |
|---|---|
| 9572 | $6.00 |

## THUMBELINA CASE
**IDEAL**

14 inch case to hold Thumbelina doll. Features a clear window. Case comes in three color assortment, box-calf finish. Clothes rack, plastic hangers, and accessory drawer. Inside is covered with a heart-print lining.

Pkd. 6, wt. 16 lbs.

| No. | Retail |
|---|---|
| 9575 | $4.00 |

## DOLL BED
**BADGER**

Sturdily constructed and finished in two-tone enamel with nursery decal on both ends. Matching plastic liner is attached by lace ruffle. Size: 18 x 13 x 12¾ inches.

Pkd. 1, wt. 3 lbs.

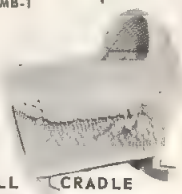
| No. | ✱ | Retail |
|---|---|---|
| 1915 | | $4.00 |

## DROP SIDE DOLL CRIB
**WHITNEY BROS.**

Made of selected hardwood with maple faced plywood panels at head and foot. Foot end is decorated with 4 varicolored, spinning ABC blocks and colorful animal decal. Side rails have flat spindles. Beautiful blonde finish. Sits on swivel casters. Reversible mattress and bumper are covered in plastic material, plain one side, design on reverse side. Size: 25½ x 14¾ x 20½ inches high.

Pkd. 1, wt. 8¾ lbs.

| No. | ✱ | Retail |
|---|---|---|
| 100MB-1 | | $8.00 |



## DOLL CRADLE
**BADGER**

Completely assembled, individually cartoned. Finished with pink enamel trimmed in white. Plastic liner attached with lace trim. Heavy wooden runners. Size: 21 x 12 x 20 inches.

Pkd. 1, wt. 4½ lbs.

| No. | ✱ | Retail |
|---|---|---|
| 315 | | $6.00 |

## DOLL CRADLE
**BADGER**

Completely assembled. Pink enamel trimmed in white. Plastic liner attached with lace trim. Heavy wooden runners. Size: 16 x 9 x 15 inches. Individually cartoned.

Pkd. 1, wt. 3 lbs.

| No. | ✱ | Retail |
|---|---|---|
| 310 | | $4.00 |

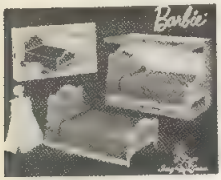
## TINY CHATTY BABY CRIB

**KIDDIE BRUSH**

Accommodates up to 16 inch dolls. Made of white hi-impact styrene with polypropylene net drop side. Thick, soft mattress. Bird spins in his cage. Crib size 21½ x 11½ x 16½ inches high. Packed KD.

Pkd. 4, wt. 14 lbs.

| No. | Retail |
|---|---|
| 496 | $7.00 |




## BARBIE BED

**KIDDIE BRUSH**

Louis XIV bed made of white hi-impact polystyrene in queen size dimensions. Accommodates up to 16 inch dolls. Trimmed in gold on tufted head and foot boards. Complete with red bedspread and bolster. Packed 1 set and 3 K.D.

Pkd. 4, wt. 19 lbs.

| No. | Retail |
|---|---|
| 456 | $5.00 |

## BARBIE VANITY AND BENCH

**KIDDIE BRUSH**

Beautifully detailed in white styrene with gold highlights. Complete with mirror, telephone, Ken's picture, tissue box holder, bench with fabric seat and matching pile rug. Size boxed: 13⅜ x 7½ x 4 inches.

Pkd. 1 set up 11 KD, wt. 12 lbs.

| No. | Retail |
|---|---|
| 436 | $4.00 |

## KEN WARDROBE

**KIDDIE BRUSH**

Official wardrobe of hi-impact polystyrene in wood grain finish. Complete with full length door mirror, shoe rack, utility basket, hat rack and hangers. 6 movable drawers. Doors on steel hinges. Size boxed, 13¼ x 7½ x 4¼ inches.

Pkd 1 set up 5 KD, wt. 18 lbs.

| No. | Retail |
|---|---|
| 466 | $6.00 |

## BARBIE WARDROBE

**KIDDIE BRUSH**

Complete with mirror attached to door, shoe rack, hat rack, basket, shelf and rod, 6 plastic hangers, 3 drawers. Box size: 14½ x 13¾ x 4½ inches. 1 set up, 5 knocked down.

Pkd. 6, wt. 17 lbs.

| No. | Retail |
|---|---|
| 464 | $5.00 |

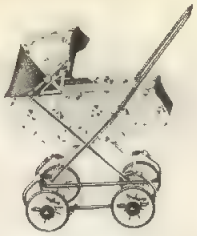
## DOLL STROLLER

**SOUTH BEND**

Body 9 x 9 inches with plastic rings, canopy, shopping bag. Blue with contrasting trim. Handle 25⅝ inches high, lock clips. 5 inch wheels, ⅜ inch tires. Each in individual bag.

Pkd. 6, wt. 15 lbs.

| No. | Retail |
|---|---|
| 530/6 | $3.00 |



## DOLL CARRIAGE

**SOUTH BEND**

Aqua with gold and aqua print on white quilt embossed vinyl. Body 10 inches x 24 inches, hood with visor. Handle 29 inches high. Spring lock clips. Duchess gear with spring action, brake, mattress board. 6 inch wheels, ½ inch tires.

Pkd. 1, wt. 6 lbs.

| No. | Retail |
|---|---|
| 1738 | $7.00 |

## DOLL STROLLER

**SOUTH BEND**

Red, with red and blue print on white quilt embossed vinyl. Body 10½ x 11 inches with plated tubular top rail, white gear color-striped to match fabric. Polystyrene white tray, fringed canopy, shopping bag. Handle 29 inches high, plated, full tubular. Molded footrest, spring lock clips. 6 inch wheels, ½ inch red tires, red hubcaps.

Pkd. 1, wt. 5 lbs.

| No. | Retail |
|---|---|
| 760 | $6.00 |

### L BARCLAY STANDARD GUITAR

A low-cost introduction to guitar fun. Mahogany shaded finish, nicely highlighted and grained. White striping on top edge and soundhole. Birch construction. Weight 10 lbs.

No. 48026F1440 . . . . . Retail $24.00

No. 48027F510 —Case to fit . . . . . Retail $ 8.50
(Weight 10 lbs.)

### M GRAND CONCERT FLAT-TOP GUITAR

Back and sides of choice mahogany. Top of resonant spruce. Natural color eggshell lacquer finish. Ovaled rosewood fingerboard. Rosewood bridge with bone saddle. Excellent for folk song or solo playing. Weight 10 lbs.

No. 48028F2520 -Size 15½" x 38" . . . Retail $42.00

No. 48029F720 Case to fit . . . . . Retail $12.00
(Weight 10 lbs.)

### N BARCLAY ARCHED GUITAR

Auditorium size arched top. Back edges trimmed with white celluloid. Black polished finish with grained red dish highlights. Weight 11 lbs.

No. 48030F2850 . . . . . Retail $47.50

No. 48031F720 —Case to fit . . . . . Retail $12.00
(Weight 11 lbs.)

### O BARCLAY AUDITORIUM ARCHED GUITAR

Top and back are birch, with F holes, in glossy brown mahogany shaded and grained finish. White striped edges. Ovaled hard maple fingerboard. Celluloid guard plate. Adjustable bridge. Weight 13 lbs.

No. 48032F2160 . . . . . Retail $36.00

No. 48031F720 —Case to fit . . . . . Retail $12.00
(Weight 13 lbs.)

### P BARCLAY CLASSIC GUITAR

A superb example of Swedish craftsmanship! Tone tested selected pure grain white spruce top. Back, sides and neck of magnificently figured mahogany. Rosewood fingerboard and headpiece. Six white pearl position dots. Beautiful to look at, inspiring to play. Body length 19⅜". Scale length 24⅞". 18 frets. Weight 10 lbs.

No. 48048F6000 . . . . . Retail $99.50

No. 48049F540 —Case to fit . . . . . Retail $ 9.50
(Weight 10 lbs.)

### Q BARCLAY 3-TUBE AMPLIFIER

UL approved. 3 tubes, 2 inputs, volume control. 8" PM speaker. Covered with blue-gray antique pig grain simulated leather. 12¼" long, 10¾" high, 7½" deep. Weight 12 lbs.

No. 48034F2850 . . . . . Retail $47.50

### R BARCLAY SPANISH ELECTRIC GUITAR

Auditorium size. Arched top and back. Hardwood construction. Ovaled fingerboard. Built-in tone and volume controls. Detachable amplifier cord. Brown mahogany shaded and highlighted. Weight 15 lbs.

No. 48037F3600 . . . . . Retail $60.00

No. 48038F870 Case to fit . . . . . Retail $14.50
(Weight 9 lbs.)

### S BARCLAY ULTRA-THIN SPANISH ELECTRIC GUITAR

Highly responsive. Hollow "tone chamber" construction. Built-in single pick up. Tone and volume controls. Steel reinforced neck. Warm sunburst with deeply shaded edges. Adjustable bridge. Hinged tailpiece. Weight 10 lbs.

No. 48035F4350 . . . . . Retail $72.50

No. 48036F630 -Case to fit . . . . . Retail $10.50
(Weight 9 lbs.)

### T BARCLAY STANDARD WOOD UKULELE

Birch construction, accurately molded polystyrene fingerboard. Non-slip tuning pegs. Nylon strings. White-striped top edge and soundhole. Weight 4 lbs.

No. 48041F597 . . . . . Retail $9.95

### U BARCLAY BARITONE UKULELE

Selected birch, with rosewood fingerboard and inlaid position markers. Nylon strings. 19½" scale. Weight 5 lbs.

No. 48050F1300 . . . . . Retail $25.00

No. 48051F480 -Case to fit . . . . . Retail $ 8.00
(Weight 3 lbs.)

### V BARCLAY BARITONE UKULELE

Made of seasoned mahogany, nicely figured, well finished. Rosewood fingerboard with inlaid position markers. Nylon strings. 19½" scale. Weight 5 lbs.

No. 48039F2370 . . . . . Retail $39.50

No. 48040F480 —Case to fit . . . . . Retail $ 8.00
(Weight 3 lbs.)

### W TEACH-YOURSELF GUITAR COURSE

Tune up with guitar ace Don Rainey. Learn basic chords, runs, slurs, cut time and songs. Two 45 RPM Extended Play records. 6 charts.

No. 48052F240—Beginner's Guitar Course. Retail $4.00
(Weight 1 lb.)

### X BARCLAY BANJOS

There's life and lilt in their tone and quality in every feature. Mottled walnut-color rim. Fine calfskin head held taut by nickeled top hoop and 16 adjustable brackets. Steel reinforced hardwood neck. Fingerboard shaped for easy fingering. Weight 10 lbs.

No. 48053F2700—4-String Tenor Banjo . . . Retail $45.00

No. 48054F3150 —Same with resonator . . . Retail $52.50

No. 48055F2850—5-String Banjo . . . Retail $47.50

No. 48056F3300 Same with resonator . . . Retail $55.00

No. 48057F750 -Case to fit . . . . . Retail $12.50

### Y BARCLAY VIOLIN OUTFITS

Stradivarius model. Reddish brown finish shaded to light brown. Ebony trimming, fully purfled. Fine mellow tone. Deep brown Brazilwood bow, chinrest, tuners and E adjuster in hard-shell case. Weight 10 lbs.

No. 48042F5100—Full size . . . . . Retail $85.00

No. 48043F5100 Three-quarter size . . Retail $85.00

No. 48044F5100 Half size . . . . . Retail $85.00

# Barclay MUSICAL INSTRUMENTS and ACCESSORIES

**GUARANTEE**

Barclay instruments are soundly designed, sturdily built, tested before shipment and guaranteed for life against defective materials and workmanship

### A BARCLAY DRUM OUTFIT

Everything the student or amateur needs to play and sound like a professional! A good quality outfit, sound ly designed and sturdily made. Drums beautifully finished in two-tone blue and silver or black and gold

**SNARE DRUM:** 5½" x 14" Separate tension. "L" shape hoops. Rapid throw off snare strainer.

**BASS DRUM:** 14" x 22" Single tension. Built in dis appearing spurs and cymbal holder

**TOM TOM:** 9" x 13" Separate tension. "L" shape hoops

**OUTFIT INCLUDES:** Flat Base Snare Drum Stand . . . Deluxe Foot Pedal . . . Bass Drum Muffler . . . All Angle Tom Tom Holder . . Hickory Drum Sticks . . . Wire Brushes . . . 13" Turkish Type Cymbal . . Drum Key . Instruction Book. Weight 64 lbs

**No. 48058F13500**—Complete Outfit Blue and Silver . . . .Retail **$225.00**

**No 48059F10500**—Same without Tom Tom and Holder Retail **$175.00**

**No. 48060F13500**—Complete Outfit, Black and Gold . . Retail **$225.00**

**No. 48061F10500**—Same without Tom Tom and Holder . . . . . Retail **$175.00**

### B BARCLAY BABY GRAND ACCORDION

A superbly designed deluxe accordion made by a world-renowned manufacturer Full 120 bass, 41 treble keys, 7 easy action treble shifts. Bassoon, Organ, Bandoneon, Clarinet, Piccolo, Oboe, Master, 2 bass shifts, 3 and 4 sets of reeds. Keyboard size 17½" Body size 16". Complete with straps and case. Weight 35 lbs

**No. 48075F27000**—Red/White Retail **$450.00**

**No. 48076F27000**—Black/White Retail **$450.00**

### C HOHNER BUTTON ACCORDION

Stradella model Size 5⅞" x 11". Polished burly wal nut finish 21 composition keys, 8 bass keys, 4 sets of steel reeds. Weight 9 lbs

**No 48077F4250** . . . . . .Retail **$70 00**

### D THE CLAVIETTA

An exciting Italian creation endorsed by top American stars as a quick, happy route to musical pleasure Gentle blowing produces clear, beautiful accordion sound Light (1 lb., 8 oz.). Easy to handle Piano type keyboard with range of nearly three octaves (34 notes). Modern streamlined design Strongly constructed Weight complete in attractive lined case, 4 lbs

**No 48093F2995**—Complete with case .Retail **$39 95**

### E AUTOHARP

Respected by music educators as an authentic expressive, simple-to-play instrument of music. 36 strings complete chromatic scale for 2½ octaves, and 12 chord bars producing chords of C, F, B flat and G major; G, C, D, E and A sevenths, A, D, and G minors. Instruction book includes 20 pages with 10 practice songs and a simple method of arranging your own favorite songs 21¼" x 12" x 1¼" Weight 12 lbs

**No 48062F2946**—12-Bar Model as illustrated . . . . Retail **$49.10**

**No. 48063F2050**—5 Bar Model (23 strings 5 chord Bars) . . . .Retail **$33.60**

**No 48064F420** -Chipboard Case . . . . Retail **$ 7.00**

### F MECHANICAL METRONOME

Delivers accurate audible and visible time beat. Adjusts from 40 to 208 beats per minute. Selected wood case, finished in rich luster. Height 9". 4½" square base Wt. 2 lbs

**No 48078F897** —Mahogany . . . . . Retail **$14.95**

**No 48065F897** —Walnut . . . . . .Retail **$14.95**

### G ELECTRIC METRONOME

The see-and-hear metronome adjustable in seconds to desired pitch, volume and tempo. 40 to 208 beats per minute. For use on 110-220 volt 60 cycle current. Lustron case 5¼" high, 4½" wide. Wt. 2 lbs.

**No 48079F1475** . . . . . Retail **$19 95**

### H KOCH CHROMATIC HARMONICA

Hohner made to highest standards Half notes (sharps and flats) enable player to master any selection 4⅜" long, 10 holes. 40 brass reeds. Key of C. Beautifully engraved. Wt. 1 lb.

**No 48080F540** . . . . . Retail **$9.00**

### I HOHNER CHROMONICA

4½" long. Has sharps and flats. 40 perfectly tuned reeds with leather valves. Packed in sturdy hinged box Available in key of C or G Wt. 1 lb.

**No. 48025F720** . . . . . Retail **$12 00**

### J HOHNER CHROMONICA

Four full chromatic octaves, 64 perfectly tuned reeds, small "C" on piano to 4 lined "C". Sturdy box with hinges and snap lock Key of C. Wt. 1½ lbs

**No 48081F1440** . Retail **$24.00**

### K HOHNER MELODICA

Played in minutes, with a rich, strong, mellow tone Two full chromatic octaves. Not a toy but a real instrument with scientifically tuned brass reeds. Removable mouthpiece Weight 2 lbs

**No 48066F750**—Soprano . . . . . Retail **$ 9.95**

**No 48067F950**—Alto . . . . . Retail **$12.50**

## Rink-style Skates you wear outdoors

**$5.97**

No keys, no clamps. Just slip them on and lace like you would a shoe. Handsome split leather uppers provide firm ankle support. Composition soles. Long wearing steel wheels are equipped with smooth-riding ball bearings.

*Junior sizes* 12-7. *State full size.* For ½-size street shoe, order next larger full size. Shpg. wt. 4 lbs.

6 N 2319F—Girls' White . . $5.97
6 N 2318F—Boys'. Black. . . 5.97

## Heavy-duty Skates

**$3.49**

Built to take roughest treatment and still roll smoothly. Each steel wheel has 16 ball bearings. Rubber-cushion trucks make turning easier. Sponge-rubber pad on leather strap protects ankle. Plated steel frame adjusts from 8 to 10¾ in. Key included.

6 N 2301—Shpg. wt. 4 lbs. . . .$3.49

## Super Skates

*Slip on in seconds*

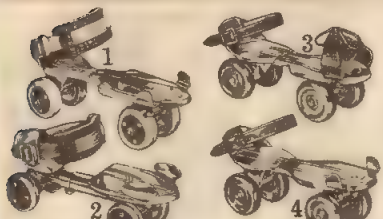
**$4.89**

You're rolling in no time in almost any kind of shoes . . . *even sneakers!* A special vinyl heel band plus strong spring tension hold skate in place. Ball-bearing wheels of steel. Steel frame, too.

Fits youth sizes 11 to 7.
6 N 2304—Wt. 4 lbs. . $4.89

Fits adult sizes 6 to 14.
6 N 2305—Wt. 4 lbs.. $4.89

Slip in toe, pull skate heel back . . *click!* Firmly locked instantly




## Each Skate has at least 32 ball bearings

1 **Non-marking rubber wheels.** Each with 16 double-row ball bearings. Plaid foam-rubber ankle pad. Leather strap. Steel frame adjusts from 8 to 10¾ in. Key included.
Shipping weight 4 lbs. 8 oz.
6 N 2363. . . . . $4.59

2 **Quiet wheels.** Cushioned with rubber. 16 double-row ball bearings. Swept-fin toe clamps. Plaid foam-rubber ankle pad. Leather strap. Frame adjusts 8 to 11 in. Key.
6 N 2364—Wt. 6 lbs. . . . . $6.49

3 **Controlled wheels.** Won't build up high speeds. Great for early beginners. Steel wheels. Leather ankle and toe straps. Steel frame adjusts 6½ to 8¾ in. No key needed.
6 N 2361—Shipping weight 2 lbs. . . . . $1.64

4 **Regular wheels.** Built with rubber shock absorbers that really take the bumps. Eight smooth-rolling ball bearings on each steel wheel. Strong leather ankle strap. Adjustable toe clamp.
Rugged steel frame adjusts from 7¼ to 9⅝ inches. Key included.
6 N 2303—Shipping weight 3 lbs. . . . . $2.39

## Jim Landis Model for the young fielder

**$2.84**

Genuine cowhide leather with fully greased pocket at a low price. Fine glove for the future big league star.

Adjustable Thumb-Loc holds thumb securely in place inside glove. Lacing is tough plastic. Adjustable wrist strap. Laced-in pocket. Seams are cotton stitched. Wear on left hand.

6 N 1642—Wt. 1 lb. 4 oz. $2.84

## Bobby Richardson Big-trap Fielder's Glove

**$7.64**

Select cork cowhide with deep-set, leather-laced and greased pro-size pocket. Flex action hinge closes it tight. Barrel type trap, too. Wrist strap and inside thumb loop adjust. Securely sewn with nylon. Leather lined. Bulk free padding, trim fingers and thumb.

6 N 1634—Wear on left hand
6 N 1635—Wear on right hand
Shipping weight 1 lb. . . . . $7.64

## Buy this Barrel-trap Ted Williams Fielder's Glove . . get an official baseball FREE!

CERTIFIED AND APPROVED BY
Ted Williams
FOR ACTIVE AMATEURS

Glove and Ball **$12.50**

5 **Backhand stops or arm-length smashes**—pro-size pocket and big-league trap will snag 'em. Top-grain cowhide with cork cowhide lining.

One pc. trap, grossed pocket and finger tips are all leather laced. Flat padded heel, thumb and little finger. Adjustable wrist strap. And don't forget, you get a baseball, too. Wear glove on left hand. Shipping weight 1 lb. 10 oz.

6 N 1624 . . . Set $12.50

6 **Official League Baseball.** Cushion-cork center, wound with finest wool yarn and covered with select horsehide.

6 N 1601—Wt. 5 oz. . .$2.25

# Watch Them Go

**12 Ford Forklift Truck** [illegible] scale [illegible] pivot lifts or lowers by remote control—pick up the goods [illegible] forward, reverse with steering and [illegible] motor. Driver sits like [illegible] steering wheel [illegible] guides the truck. Heavy duty tires. Needs 2 [illegible] batteries (not included) About 14 inches long. Imported
4B T 2838 - Ship. wt. 3 lbs. ..... **$7.49**

**13 Ford Industrial Tractor.** Big 20-in. scale model of the real thing! [illegible] exciting nine-way action. Operates by remote control—steers forward, reverse, runs over obstacles. Big dual dumper dumps, steers, lowers pushes right up. Automatic pull-back open [illegible] bucket, hand crank for [illegible] truck seat. Needs 2 "D" batteries. [illegible] Imported
4B T 2837 Ship. wt. 5 lbs. 12 oz. **$7.49**

**14 Space Survey X-09** Amazing space [illegible] backs from [illegible] computer [illegible] when it hits an [illegible] past [illegible] lights, makes [illegible] sounds. Automatic [illegible] Action [illegible] Imported. Needs 2 "D" batteries (not included)
4B T 2834 Ship. wt. 1 lb. 5 oz. **$2.65**

**15 Heavy-Duty Tractor** with vinyl scraper climbs and spanks! Diesel model with rubber treads [illegible] powered by clutch, [illegible] motor. Lithographed steel [illegible] lever key. Abt 10 inches long. Imported
4B T 2856 - Ship. wt. 1 lb. 8 oz. **$2.49**

**16 Smoking Racer** This is, exciting [illegible] speedway. Sleek [illegible] needle nose, steers by turning front wheels. Has 2 speeds, just set switch. Smoke comes from rear exhaust [illegible] moves on long [illegible] Needs 2 "D" batteries, (not included) Imported
4B T 2843 - Ship. wt. 1 lb. 4 oz. **$3.69**

**17 Climbing Tractor** [illegible] harmless sparks! Climbs over [illegible] [illegible] Imported
4B T 2838 Ship. wt. 1 lb. [illegible] **$1.69**

**18 Alpine Express** Three is the most [illegible] thing about [illegible] way! [illegible] when it reaches the station it waits [illegible] for other cruises [illegible] the [illegible] then the first [illegible] the [illegible] the mountain side [illegible] Metal [illegible] lithographed with Alpine scenery. About 26½ inches high. Key-wound. Imported
4B T 2801 Ship. wt. 2 lbs. 8 oz. **$3.44**

**Be Sure To Save Your Catalog. All These Values in Wards Wonderful World of Toys Will Be Available Until October 1, 1963. For Easier Shopping, Charge It.**

**19 Thunderbird Convertible.** Retract [illegible] steel top raises and [illegible] [illegible] by remote control forward, [illegible] [illegible] steer. Needs [illegible] batteries (not included) About [illegible] inches long. Imported
4B T 2844 Ship. wt. 2 lbs. **$2.79**

**20 Giant Bulldozer** [illegible] two separate motors, pulls heavy [illegible] Two levers [illegible] forward and [illegible] Front [illegible] raises or lowers [illegible] Metal [illegible] rubber [illegible] rear [illegible] About 8x12½ in. Needs 4 "D" batteries (not included) [illegible] below
4B T 2841 Ship. wt. 8 lbs. **$10.79**
4B T 28[illegible] [illegible] above. About 14" x8½ x [illegible] Imported. Needs 4 "D" batteries, [illegible] below
Ship. wt. 2 lbs. 8 oz. **$4.99**

**Batteries** [illegible] these power types. Standard [illegible] Heavy-duty [illegible] Ship. wt. [illegible]
4B T 2[illegible] X [illegible] each 18c 4 for 60c

# *Action Toys* Packed

**1 Remote-Control Power Shovel** is loaded with action. Just press the button . . . truck rolls along, shovel swings around and lowers to do the job. When shovel is full it raises, swings again and dumps. Revolves full 360 degrees, locks in any position. Red truck body with bright yellow cab and shovel; aluminum trim. About 11 in. long. Needs 2 "D" batteries; order on opposite pg. Imported
48 T 2938—Ship. wt. 1 lb. 15 oz. **$3.99**

**2 Heavy-Duty Dump Truck.** Turn the hand crank . . . warning bell rings, dump raises. Friction drive with siren that sounds as truck moves along. Bumper, grille. Red with white dump. Sturdy rubber wheels. About 11 in. long. Imported
48 T 2937—Ship. wt. 1 lb. 3 oz. **$1.98**

**Buy Both Dump and Power Shovel . . . Save 49c.** Ship. wt. 3 lbs. 2 oz.
48 T 2939—Both Toys above **$5.49**

**3 International Airport Set.** Complete jet-age center . . . 18 pieces in all. 7 friction planes: jet fighter planes, passenger planes and helicopter. Includes cardboard terminal, hangar, 8 airport signs. Lithographed layout sheet has runways, "landing lights" clearly marked. Wt. 3 lbs. 8 oz.
48 T 2836—Complete 18-Pc. Set **$4.99**

**4** *"He's half turtle, he's half frog, He's the playful Odd Ogg!"*

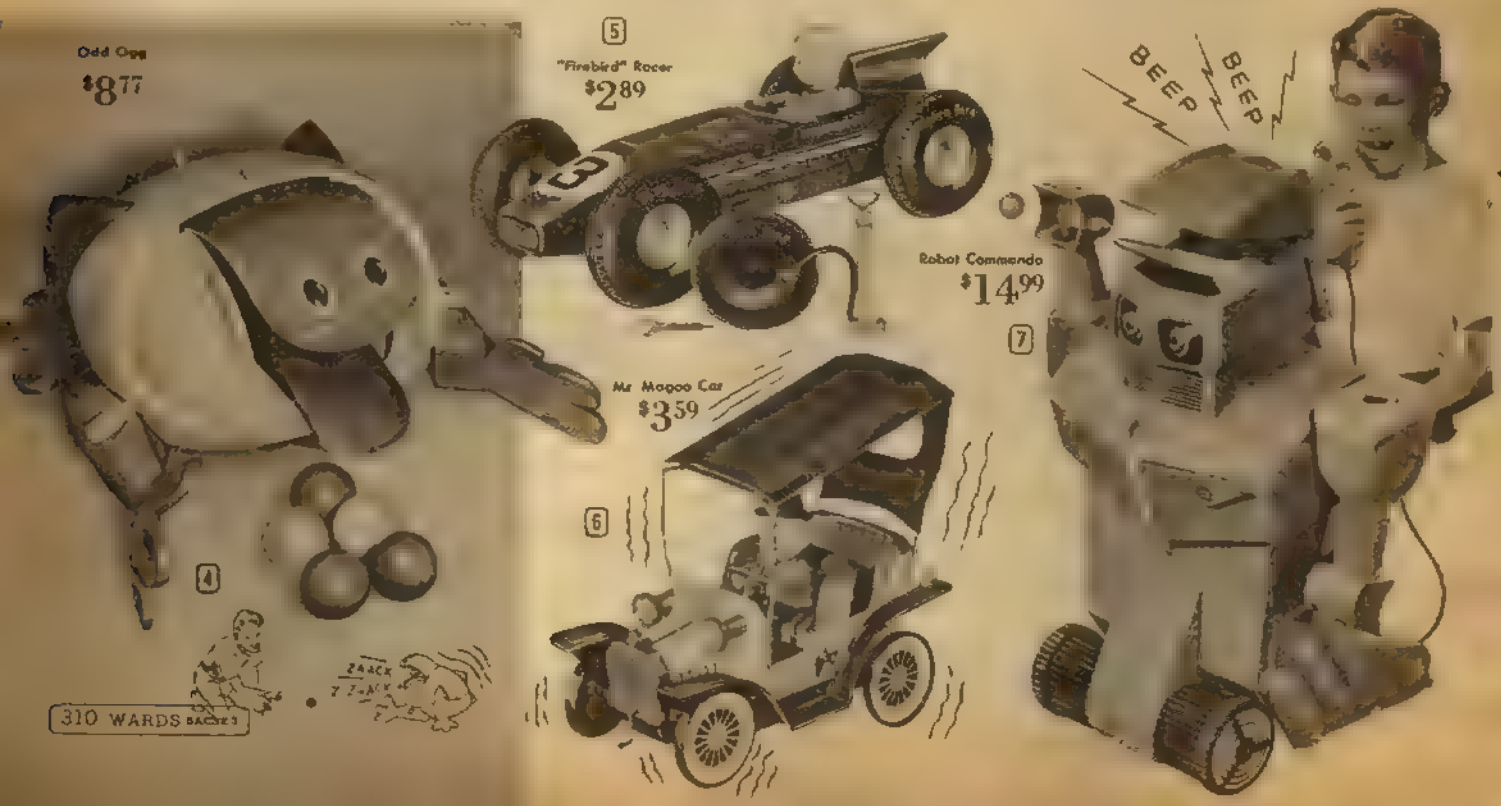
**Try to Hit Odd Ogg.** If you miss, he sticks out his tongue and razzes you. Turn on the switch . . . Odd Ogg starts moving backward. Then roll one of the five plastic balls at him. If you hit the center bar Odd Ogg croaks happily and moves toward you. If you miss, he teases you and moves away. He's made of sturdy plastic; operates on 2 "D" batteries, order opp. pg. Abt. 14x7 in. high. *Mail*
48 T 2800M—Wt. 4 lbs. 7 oz. . . **$8.77**

**5 "Firebird" Indianapolis-style Racer.** You're the "pit man"—stop speedster to change tires! Removable wheels, inflatable tires. Strong friction motor, "engine" noise. Red lithographed metal. Complete with spare tire, wrench and inflating pump. About 14¾ in. long. Imported
48 T 2829—Ship. wt. 1 lb. 8 oz. **$2.89**

**6 Famous Near-sighted Mr. Magoo.** What a driver! His jalopy careens wildly—forward or reverse—*rocking, rolling, rattling* while he bounces around in the seat! Bright yellow metal, removable top. About 8¼ in. long. Imported. Needs 2 "D" cell batteries (not included; order opposite page). Ship. wt. 1 lb. 12 oz.
48 T 2831 . . . . . **$3.59**

**7 Robot Commando**—a mechanical marvel that obeys your commands! Give orders by speaking into "voice-control" microphone. Robot automatically follows them . . . *forward, right, left!* At "*Missile-fire,*" arms hurl missiles into space; at "*Rocket-fire,*" plastic head-dome raises, rockets shoot into air! Robot's searching eyes roll . . . makes "beep-beep" signals.

**Extra big—about 19 in. tall.** Made of sturdy plastic; safety-tipped rockets, harmless missiles. Robot rolls smoothly along on four wheels. Operates on 3 "D" cell flashlight batteries (not included; order on opposite page). Ship. wt. 8 lbs.
48 T 2932 MO—*Malabe*



## Castile Vitrified China has a permanent finish

1 Translucent white and brown pattern, break and chip-resistant. 65 piece service for 8 has 4 extra cups; 12 cups, 8 saucers, salad plates, cereal soups, sauces, dinner plates; 12-in. chop plate. 9-in. vegetable bowl, gravy boat and ladle, covered sugar, creamer, covered coffee pot, covered butter dish, salt and pepper. 105-piece service for 12 is same as above but with 6 extra cups, 12 bread & butter plates, an extra 12-in. chop plate and 9-in. vegetable bowl.

21N 36605L—65-piece Set. Shipping weight 47 lbs. . . . Set $47.42
21N 36606N—105 piece Set. Shipping weight 74 lbs. . . . Set 74.85

**8-piece After-dinner Coffee Set**: 4 petite size cups, saucers.
C21N 3660F—*Slate item No. 80.* Shpg. wt. 2 lbs. 4 oz.. Set 2.96

## Casual Cherry China . . break and chip-resistant

2 Bright red cherry Jubilee pattern on white has extra weight for durability. 16-piece set has 4 cups, saucers, cereal soups, dinner plates. 23-piece set is the same but with covered sugar bowl, creamer, covered coffee pot, covered butter dish. Add the separately priced 4-piece salad plate set (listed directly below) for a more useful service. Matching accessories (shown) and other pieces sold in the Open Stock Chart at the bottom of the page.

| Catalog Number | Item | Shipping weight | Set |
|---|---|---|---|
| 21N 36591C | Jubilee 16-piece Set | 14 pounds | $9 92 |
| 21N 36594C | Jubilee 23-piece Set | 15 pounds | 15 86 |
| 21N 36590 | 4-pc. Salad plate Set | 3 pounds | 2 44 |

## Lovely Baroque Bavarian China by Eshenbach

Trimmed in coin gold. 59-piece service for 8 has 4 extra cups; 12 cups, 8 saucers, salads, dinner plates, soup plates, sauces; covered sugar bowl, creamer, medium platter, open vegetable dish, covered coffee pot. 100 piece service for 12 is same as above but with 6 extra cups, 12 bread-butters, covered sugar, creamer, small platter, large platter, 2 open vegetable dishes, gravy boat, covered coffee pot.

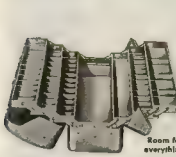
| | Catalog Number | Item | Shpg. wt. | Set |
|---|---|---|---|---|
| 3 | 21N 36642L | Royal Wheat 59-piece Set | 46 lbs. | $54 62 |
| | 21N 36643N | Royal Wheat 100-piece Set | 71 lbs. | 86.75 |
| 4 | 21N 36652L | Briar Rose 59-piece Set | 46 lbs. | 54.62 |
| | 21N 36653N | Briar Rose 100 piece Set | 71 lbs. | 86.75 |

5 Rosalie. Hand-cut, hand-blown stemware from Japan has rose pattern, lovely with Briar Rose china. Box of 4.

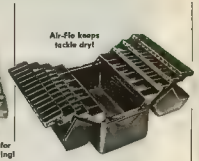
21N641 Goblet. Shpg. wt. 2 lbs. 21N645 Cordial. Wt. 8 oz.
21N643—Cocktail. Wt. 1 lb. 4 oz. 21N646—Beverage. Wt. 2 lbs. 15 oz.
21N644—Wine. Wt. 1 lb. 4 oz. 21N647—Juice. Wt. 1 lb. 4 oz.
21N 642 Sherbet-champagne. Shpg. wt. 2 lbs.
Box of 4 . . . . . Box $3 89

| When you order, state: Color or Pattern | Tea-cup | Tea saucer | Bread-&-butter | Plate | 10-inch dinner | Soup plate | Cereal-soup | Sauce dish | 2-piece sugar-cream | Cream pitcher | Gravy boat | 12-inch medium platter | 15-inch large platter | 9-inch veg. bowl | Cov. coffee pot (6-piece) | Cov. butter dish (7-piece) | Salt and pepper | Ash tray |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Item number. → | 50 | 51 | 52 | 53 | 55 | 56 | 57 | 58 | 59 | 60 | 62 | 65 | 66 | 67 | 69 | 77 | 79 | 81 |
| Shipping weight → | 10 oz | 10 oz | 10 oz | 1 lb. | 1 lb. 8 oz. | 1 lb. | 1 lb. | 10 oz. | 1 lb. | 1 lb. | 4 lbs. | 5 lbs. | 5 lbs. | 5 lbs. | 5 lbs. | 1 lb. | 1 lb. | 7 oz. |
| C21N 3659F Jubilee | $ .75 | $ .53 | | $ .99 | $1 69 | | $1 07 | | $2 27 | $1 69 | | $2 97** | | $2 97 | $4 97 | $3 49 | $ .98 | $ .59 |
| C21N 3660F Castile | .75 | .53 | $ .69 | .99 | 1 69 | | 1 07 | $ .65 | 2 27 | 1 69 | $3 27* | 5 27** | | 2 67 | 4.97 | 3.49 | 1 66 | |
| C21N 3664F Royal Wheat | .99 | .79 | .99 | 1.19 | 1 99 | $1.27 | | .79 | 2 97 | 1 97 | 4 37 | 4 37 | $6 27 | 3 67 | 5 79 | | | |
| C21N 3665F Briar Rose | .99 | .79 | .99 | 1.19 | 1 99 | 1.27 | | .79 | 2 97 | 1.97 | 4 37 | 4.37 | 6 27 | 3 67 | 5 79 | | | |

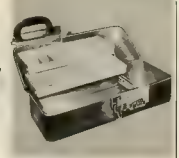
*Castile has gravy boat with ladle. **Jubilee and Castile have 12-inch chop plates.




**"My Buddy" Tacklemaster.** Six wide trays 49 compartments—big bottom section—room for everything any real fisherman likes to keep handy. Seamless aluminum light, quiet, rustproof, 100% waterproof Enamel finish. Size: 20x10¾x5".
**76-5008 B1549** Wt. 6½ lbs **$22.95**




**Simonsen Air-Flo Tackle Box.** Ventilated covers and cork-lined trays help keep tackle sparkling. And what a whopper! 8 big trays—4 spinning, 4 baitcasting. Seamless aluminum with durable enamel finish Spillproof lock. Size: 18x10¼x13".
**76-5016 B2249** Wt. 12 lbs. **$33.50**



**Liberty Tackle Box.** A terrific low price for an *aluminum* box. Seamless, watertight, light and easy to tote, can't rust ever! Has 3 big scratch-proof rubberized styrene trays and roomy compartment for bulky gear Safety lock. Measures 18x7x7".
**76-5024 B559** Wt. 4 lbs. . . . **$8.50**

**Collapsible Fish Basket.** Not much bigger than a dinner plate to carry, but it expands instantly into a small aquarium! Even luckers fit in and *stay alive.* No "spike stringer" damage. Rustproof steel. From France. 15¾" diameter.
**76-5032 B464** Wt. 1½ lbs . **$6.95**

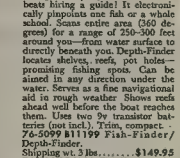
**Fisherman's Friend.** Your 14 most needed tools in 1 compact pocket-size outfit! Leader attacher, hook remover and sharpener, fish scaler, jackknife, cutter, bottle opener and more! Saves the day in many a way. Leather carrying case
**76-5057 B450** Wt. 6 oz. **$6.69**

**"Beetle-Bomb" Transistor Fish Call.** Lower it to desired depth. It emits a signal that literally calls fish to dinner. Keeps on calling them and holds them in 1 area. Cast close for big results! Uses 1 flashlight battery (not included).
**76-5065 B597** Wt. 1 lb. . . . **.$8.95**

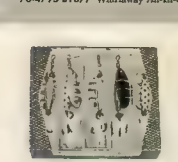
**Fish-Master.** A great gift for any fisherman (including yourself). Measures, holds, scales, fillets and cleans fish . everything! Scales without tearing skin, fillets without letting fins stab your fingers. Chromed steel, 10" long. Gift boxed
**76-5073 B299** Wt. 1 lb. . . .**$4.49**

**Langley Fisherman's De-Lior.** Mortal enemy of fish stories! Weighs and measures fish on the spot. Tells you at a glance if you've got a keeper. For fish up to 28 lbs. and 42" long Pocket size: 2x3½". Durable green rustproof finish
**76-5081 B150** Wt. 6 oz. . . . . **$2.29**

**Whirlaway All-In-One Spinning Outfit.** Spinning's a tricky business, but the rewards are tremendous. You can outcast your pals by yards, even with light lures that fire up the lunkers when heavy lures leave them cold. That's why this outfit takes the blue ribbon. You get rod, reel and line built into a single unit for perfect balance and wonderfully simple operation Reel mechanism is fully enclosed and trouble-free. And you get a *tubular* fiberglass rod—the kind with quick softness and big hook-setting power. Two-piece, for easy carrying. 7 feet long. Handsome brown finish. Complete with 50 yds. of 6-lb. spinning line and practice plug.
**76-4795 B1677** Whirlaway All-In-One Outfit. Shpg. wt. 2 lbs. . . . . **$22.50**



**Pfleger Fish/Depth Finder.** Sure beats hiring a guide! It electronically pinpoints one fish or a whole school. Scans entire area (360 degrees) for a range of 250-300 feet around you—from water surface to directly beneath you. Depth-Finder locates shelves, reefs, pot holes—promising fishing spots. Can be aimed in any direction under the water. Serves as a fine navigational aid in rough weather Shows reefs ahead well before the boat reaches them. Uses two 9v transistor batteries (not incl.). Trim, compact.
**76-5099 B11199 Fish-Finder/Depth-Finder.**
Shipping wt. 3 lbs. . . . . **$149.95**
**76-5107 B5299 Fish-Finder only.**
Shipping wt. 2 lbs. . . . . **$79.95**



**Garcia ABU-Reflex Lure Kit.** Famed Garcia spinners—the ones that have wowed top anglers across the country with their sensational fish-taking capacity—now yours at a low kit price! ⅜ oz. size for anything from panfish to muskie. Plastic box
**76-5115 B224** Wt. 4 oz. . . .**$2.99**

**Aqua Life Aerator.** Feeds millions of life-giving oxygen bubbles into your bait bucket; keeps your minnows, shrimp, etc. alive and frisky right until you use them. Operates on one low-cost battery (not included). Pays for itself in a hurry.
**76-5123 B657** Wt. 2 lbs . **$9.95**

**Pliers and Knife Set** . . . in slotted leather sheath that fits on belt. Knife has two 4" blades for cutting or scaling —hook disgorger and bottle opener. Chrome-plated 8" needle nose pliers gently remove hooks swallowed deeply. Keep one in the tackle box.
**76-5149 B297** Wt. 6 oz. . . .**$4.49**

**New 8-In-1 Fisherman's Friend.** Skins fish, frees hooks, neatly cuts hooks in two, serves as a wrench. Also makes a vise for tying flies, a crimper, a screwdriver or a pair of powerful pliers. Convenient 4½" pocket size. Perfect gift for a fisherman.
**76-5156 B134** Wt. 6 oz. . . .**$1.99**

# THE SENSATIONAL MICKEY MOUSE CLUB IS BACK ON TV!

(30,000,000 kids have been born since the show started 7 years ago. Off the air since '59, "the greatest children's show ever produced" returns to 61 stations this Fall, coast to coast, 5 days a week, in prime children's time!)

# AND BENAY ALBEE'S FAMOUS MOUSEKETEER CAP IS BACK IN BUSINESS!

(We sold over 10 million of 'em in 4 years, and we are doing even better "the second time around"!)

**the official Mickey Mouse Club Mouseketeer Cap is exclusive with**

**benay-Albee**

52-01 Flushing Avenue, Maspeth, N.Y.

© Walt Disney Productions

# The Market Place


OAKES *Consumer Catalogs*
THE LEADING
TOY CATALOG PROGRAM
*For Manufacturer • Distributor • Retailer*
DIVISION OF HAYWOOD PUBLISHING CO.
71 WEST 23rd STREET
NEW YORK 10, NEW YORK

**Construction Toys**

*NEW! DIFFERENT!* STAX
TOY-BUILDING TOY
4 sets: $1.98, $2.98
$4.98, $7.98
sugg. retail
Write to:
ORANGE PRODUCTS, INC.
554 Mitchell St., Orange, N. J.

NATIONALLY ADVERTISED ON TV!
Collegeville Costumes
BIG NEWS FOR '63
■ Sparkle Velvet Quality Decoration
■ White for Night for Safety
Collegeville Flag & Mfg. Co., Collegeville, Pa.
New York Office: Room 434, 200 Fifth Ave.

**Christmas Decorations**

AMERICAN
tree & wreath
ALUMINUM, VINYL and BRUSH
American Tree & Wreath Division
of American Technical Machinery Corporation
Sales Office: WALLACH ASSOCIATES
ROOM 1163, 200 Fifth Ave., N. Y. 10
OR 5-4980

ORIGINAL AND WORLD'S LEADING
ALL-WOOD CONSTRUCTION TOY
ORIGINAL
TINKERTOY
WRITE FOR COMPLETE CATALOG
EVANSTON, ILL. - 200 5th Ave. N.Y. City

**Dinnerware**

Banner TOYS
PLASTIC and METAL
*Exclusive Licensee for*
CORNINGWARE® CORNFLOWER SET
*Factory:* PATERSON, N. J. • *Showroom:* 200 FIFTH AVE., N.Y.C.

Bradford
NOVELTY COMPANY
WORLD'S LARGEST MANUFACTURER
OF UNBREAKABLE PLATED
CHRISTMAS ORNAMENTS
ROOMS 1461-3 & PENTHOUSE
200-5th AVE., NEW YORK 10, N.Y.

imagination
products
from
WEN-MAC
LOS ANGELES 64

**Dolls**

POPULAR PRICED
DOLLS & PLUSH
ALLIED DOLL & TOY CORP.
PICTURE BOOK TOY DIV.
N Y SHOWROOM: ROOM 463, 200 FIFTH AVENUE
FACTORY: 4116 FIRST AVENUE, BROOKLYN 32, N.Y.

**Costumes**

"SHINY BRITE"
*Reg. Trade Mark*
GLASS TREE ORNAMENTS
Plants: North Bergen, N. J.
Irvington, N. J.
Hoboken, N. J.
West New York, N. J.
MAX ECKARDT & SONS
1107 Broadway, New York 10, N. Y.

BEN COOPER ★
★ SANTA CLAUS
★ SUITS and
ACCESSORIES
Write for Catalog
SHOWROOM 264
200 FIFTH AVE., N.Y. 10

Tressy®
Tiny Tears®
Teeny Tiny Tears®
Little Miss Echo®
AMERICAN DOLL & TOY COMPANY
1107 BROADWAY, N.Y. 10, N.Y.

FIREPROOFED
SPARKL-TEX
and America's most complete line of holiday cottons, icicles, garlands and decals
UNION WADDING CO. • PAWTUCKET, R. I.
Exclusive Sales Agent:
Archibald Sales Company
P. O. Box 412, Lockport, N. Y.

See ARCADIA DOLL CO., INC.
for a complete line of
POPULAR-PRICED DOLLS
latex, plastic & vinyl
COLORED, walking & Rooted hair dolls
*Factory:*
605 East 132nd St., Bronx 54, N. Y.
CYpress 2-0248
SHOWROOM: 1107 Broadway, Room 1215
WAtkins 4-7830

# The Market Place

Port Allegany Pennsylvania

FEATURED ON TELEVISION
Goldberger Doll Mfg. Co., Inc.
538 Johnson Ave., B'klyn 37
New York Showroom — 1107 Broadway

**COMPLETE LINE**
of popular priced quality dolls both white & colored
**P&M DOLL CO., INC.**
200 Fifth Ave., New York 10

FROM THE HEART OF THE DOLL INDUSTRY
THE **EFFANBEE** *Dolls*
CORPORATION, INC.
*Effanbee means "Finest and Best"*
200 Fifth Ave., New York 10, N.Y.
Creators of
DY DEE BABY
MARY JANE
MY FAIR BABY
EFFANBEE DURABLE DOLLS

**J-CEY DOLL & NOVELTY, INC.**
*Manufacturers of*
**DOLLS**
FACTORY
1365 38th Street
Brooklyn 18, N.Y.
SHOWROOM
200 Fifth Avenue
Room 313
New York 10, N.Y.

Manufacturers of
**Miss Joan**
THE NEW HIGH-HEEL DOLL
**P.M.A. DOLLS, Inc.**
200 Fifth Ave., N.Y.C. Room 451

**EUGENE QUALITY DOLLS**
**At Popular Prices**
*Permanent Showroom and Offices.*
ROOM 804, 200 5th Ave., N. Y. 10
ORegon 5-8020
**EUGENE DOLL & NOVELTY CO.**
*Factory*
149 39 Street Brooklyn New York

THE *Little* PEOPLE'S CHOICE
**JOLLY**
DOLLS OF DISTINCTION
JOLLY TOYS, INC.
FACTORY & SHOW ROOM—459 W 15th St. New York 11
SHOWROOM—200 5th Avenue Room 320

*you're always right with...*
**"Roberta"**
VINYL—LATEX—PLASTIC DOLLS
DRINK, WET and TEAR
BABY—INFANTS
BALLERINA
ALL SIZES & STYLES
ROBERTA DOLL CO.
200 Fifth Ave., New York 10, N. Y.
Room 507 OR 5-1350
Factory 168 7th St., Bklyn. 15, N. Y

**FLAGG**
*Flexible Plastic*

**DOLLHOUSE DOLLS**
The fastest selling dollhouse dolls on the market
Scaled to fit, flexible plastic bends to sit, stand, walk, dance . . . hold any position.
*Write for details.*
FREE CATALOG
95 BOYLSTON ST., JAMAICA PLAIN, MASS.

JURO **CELEBRITY** DOLLS
VENTRILOQUISTS' DOLLS
- Danny O'Day (Jimmy Nelson)
- Velvet (Richie Layne)
- Jerry Mahoney (Paul Winchell)

GIRL VENTRILOQUIST DOLLS
Finest line of novelty & boudoir dolls.
**JURO** NOVELTY CO., INC.
18 E. 18th St., New York 3, N. Y.

**"ROSE MARY"**
**BABY, TODDLER & TEEN AGE DOLLS**
from 8" to 36" and up
NEW LOOK IN
**NOVELTY RAG DOLLS**
ROSE MARY DOLLS MFG. CO., INC.
500 W 180th St. - WA 7-2943 - N Y 33, N Y

**SMART BUYERS GO FOR**
**GRANT ADORABLE**
**DRESS-ME DOLLS**

- All sizes from 6" up to 20"
- Undressed dolls
- Promotional dolls
- Walking dolls

Write for Complete Catalog Room 1125
GRANT PLASTICS, INC.
Showroom: 200 Fifth Ave., New York 10, N.Y.
Factory: Townsend, Mass.

**NEWEST DOLL SENSATION**

*PULL THE STRING AND SEE THE LIPS MOVE AS THEY TALK:*
LAUREL DOLLS INC.
200—5th AVE
NEW YORK 10, N.Y
ROOM 359
FACTORY—HOBOKEN, N J.

sayco dolls
*Visit Our*
SHOWROOM
200 FIFTH AVENUE
NEW YORK 10

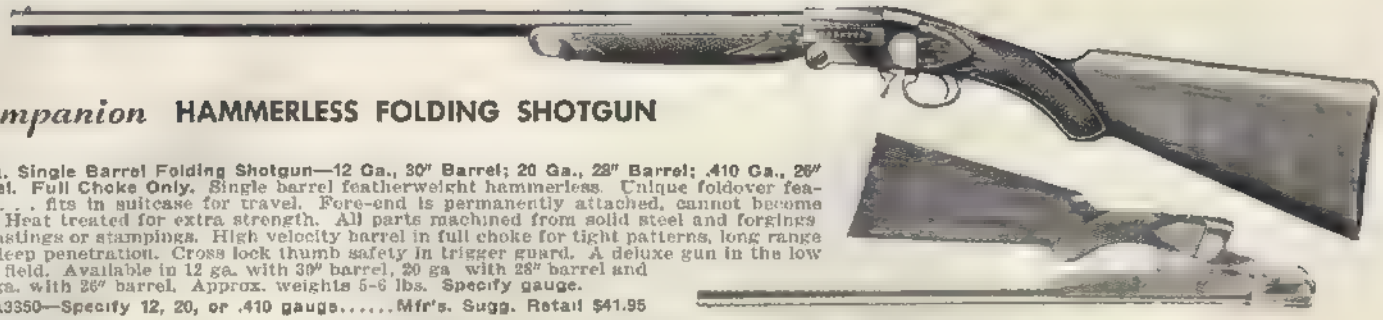
**NASCO DOLLS**
*Featuring a complete Line of*
QUALITY DOLLS
Priced for Volume, Sales and Profit
Showroom: Room 1020, 200 Fifth Ave., N. Y. 10
Watkins 9-4016

*a child's dream* since 1917
*Manufacturers of the Famous*
•BLABBY • WEEPSY WIGGLES • DEW DROP
• DOLLIKIN SERIES • BUNDLE OF LOVE •
YUMMY KISS • NEEDA TODDLES • SWEETUMS
**UNEEDA DOLL CO., INC.**
200 FIFTH AVENUE • NEW YORK 10, N.Y.

# BERETTA

**ITALIAN SHOTGUNS**

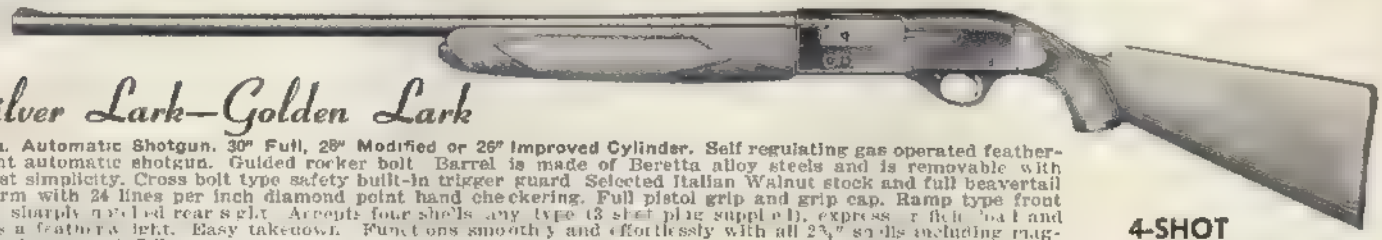
*World's Finest Quality Firearms — Since 1680*



## *Companion* HAMMERLESS FOLDING SHOTGUN

**12 Ga. Single Barrel Folding Shotgun—12 Ga., 30" Barrel; 20 Ga., 28" Barrel; .410 Ga., 26" Barrel. Full Choke Only.** Single barrel featherweight hammerless. Unique foldover feature . . . fits in suitcase for travel. Fore-end is permanently attached, cannot become lost. Heat treated for extra strength. All parts machined from solid steel and forgings. No castings or stampings. High velocity barrel in full choke for tight patterns, long range and deep penetration. Cross lock thumb safety in trigger guard. A deluxe gun in the low price field. Available in 12 ga. with 30" barrel, 20 ga. with 28" barrel and .410 ga. with 26" barrel. Approx. weights 5-6 lbs. **Specify gauge.**

3038A3350—Specify 12, 20, or .410 gauges.....Mfr's. Sugg. Retail $41.95



## *Silver Lark—Golden Lark*

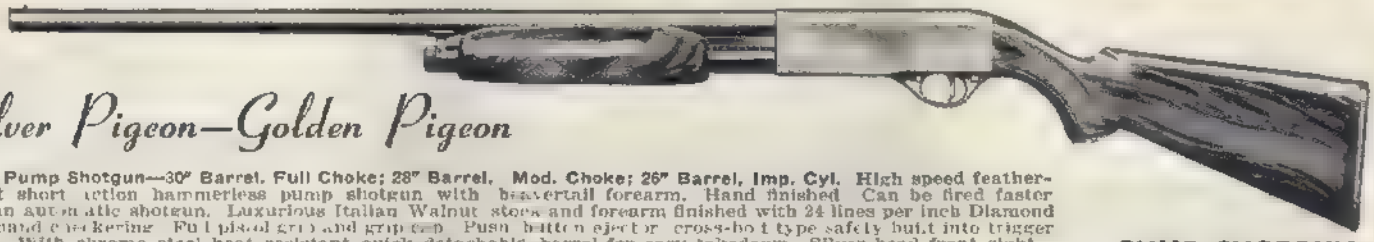
**12 Ga. Automatic Shotgun. 30" Full, 28" Modified or 26" Improved Cylinder.** Self regulating gas operated featherweight automatic shotgun. Guided rocker bolt. Barrel is made of Beretta alloy steels and is removable with utmost simplicity. Cross bolt type safety built-in trigger guard. Selected Italian Walnut stock and full beavertail forearm with 24 lines per inch diamond point hand checkering. Full pistol grip and grip cap. Ramp type front sight sharply grooved rear sight. Accepts four shells any type (3 shot plug supplied), expresses perfection and yet is a feather's light. Easy takedown. Functions smoothly and effortlessly with all 2¾" shells including magnums. Approx. wt. 7 lbs.

3745A10575—Silver Lark. **Specify barrel Length.** Mfr's Sugg. Retail $139.75

**Golden Lark 12 Ga. Automatic Shotgun. 30" Full, 28" Modified, or 26" Imp. Cyl.** Same as above except with vent rib and Satin Chrome Action.

3746A13350—Golden Lark. **Specify barrel length.** Mfr's. Sugg. Retail $176.25

**4-SHOT AUTO. SHOTGUN GAS OPERATED FEATHERWEIGHT**



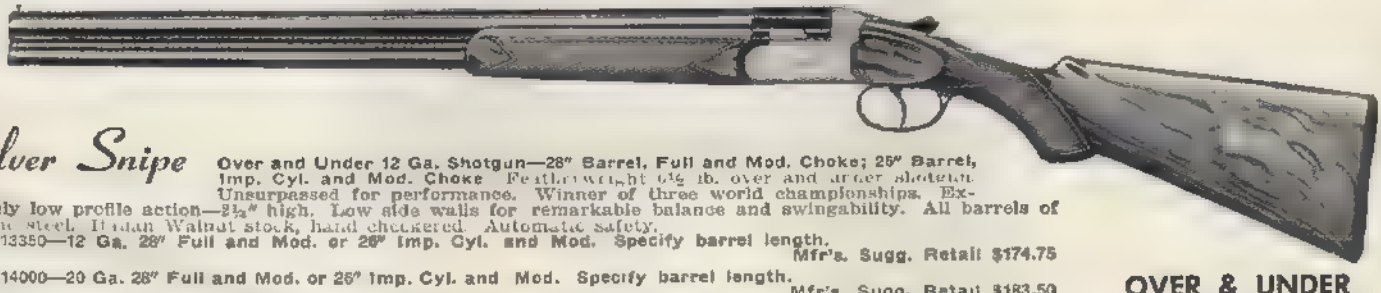
## *Silver Pigeon—Golden Pigeon*

**12 Ga. Pump Shotgun—30" Barrel. Full Choke; 28" Barrel. Mod. Choke; 26" Barrel, Imp. Cyl.** High speed featherweight short action hammerless pump shotgun with beavertail forearm. Hand finished. Can be fired faster than an automatic shotgun. Luxurious Italian Walnut stock and forearm finished with 24 lines per inch Diamond point hand checkering. Full pistol grip and grip cap. Push button ejector cross-bolt type safety built into trigger guard. With chrome steel heat resistant quick detachable barrel for easy takedown. Silver bead front sight—not bead rear sight. 5-shot capacity (with 3-shot plug). Weight 6½ lbs. **Available in 12 ga. only.**

3030A6995—30" Full or 28" Modified. **Specify barrel length.** Mfr's. Sugg. Retail $91.25

3460A10575—**Golden Pigeon.** Same as above with vent rib and satin chrome action. 30" Full, 28" Modified or 26" Imp. Cyl. **Specify barrel length.** Mfr's. Sugg. Retail $139.75

**PUMP SHOTGUN HIGH-SPEED FEATHERWEIGHT**



## *Silver Snipe*

**Over and Under 12 Ga. Shotgun—28" Barrel, Full and Mod. Choke; 26" Barrel, Imp. Cyl. and Mod. Choke.** Featherweight 6½ lb. over and under shotgun. Unsurpassed for performance. Winner of three world championships. Extremely low profile action—2⅛" high. Low side walls for remarkable balance and swingability. All barrels of chrome steel. Italian Walnut stock, hand checkered. Automatic safety.

3037A13350—**12 Ga. 28" Full and Mod. or 26" Imp. Cyl. and Mod. Specify barrel length.** Mfr's. Sugg. Retail $174.75

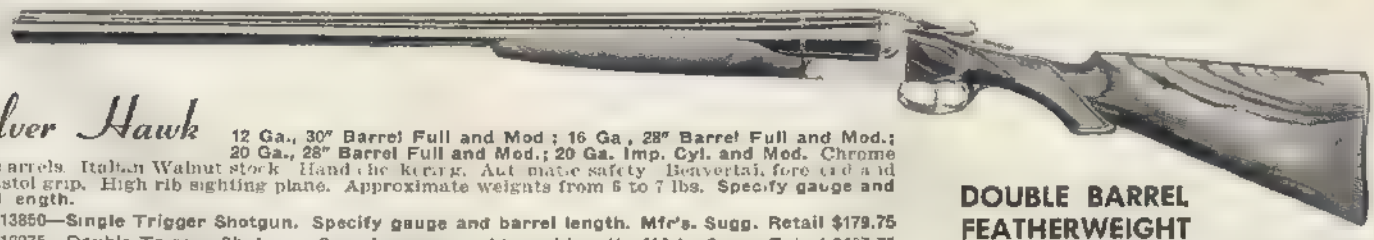
3747A14000—**20 Ga. 28" Full and Mod. or 26" Imp. Cyl. and Mod. Specify barrel length.** Mfr's. Sugg. Retail $183.50

**Silver Snipe with vent rib and Satin Chrome Action.**

3459A15975—**12 Ga. 28" Full and Mod. or 26" Imp. Cyl. and Mod. Specify barrel length.** Mfr's. Sugg. Retail $209.75

3748A16625—**20 Ga. 28" Full and Mod. or 26" Imp. Cyl. and Mod. Specify barrel length.** Mfr's. Sugg. Retail $218.50

**OVER & UNDER SINGLE TRIGGER FEATHERWEIGHT**



## *Silver Hawk*

**12 Ga., 30" Barrel Full and Mod.; 16 Ga., 28" Barrel Full and Mod.; 20 Ga., 28" Barrel Full and Mod.; 20 Ga. Imp. Cyl. and Mod.** Chrome steel barrels. Italian Walnut stock. Hand checkering. Automatic safety. Beavertail fore-end and full pistol grip. High rib sighting plane. Approximate weights from 6 to 7 lbs. **Specify gauge and barrel length.**

3379A13850—**Single Trigger Shotgun. Specify gauge and barrel length.** Mfr's. Sugg. Retail $179.75

3031A12975—**Double Trigger Shotgun. Specify gauge and barrel length.** Mfr's. Sugg. Retail $167.75

**Beretta "Silver Hawk Magnum," Double Trigger Shotgun—10 Ga. and 12 Ga.** Fires 3"-12 ga. Magnum or 3½" 10 ga. Magnum shot shells. Extra special 32" chromium steel barrels, full choke. Automatic safety. Beavertail fore-end; full pistol grip. Recoil pad. Hand checkered.

3032A19100—10 Ga. Magnum. Approx. wt. over 10 lbs. Mfr's. Sugg. Retail $249.75

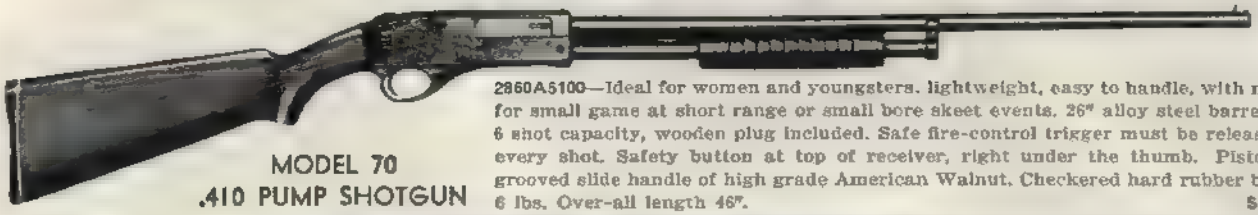
3033A14475—12 Ga. Magnum. Approx. wt. over 8 lbs. Mfr's. Sugg. Retail $187.75

**DOUBLE BARREL FEATHERWEIGHT SINGLE OR DOUBLE TRIGGER & DOUBLE BARREL MAGNUM DOUBLE TRIGGER**

**Write for Brochure Showing Complete Selection of Beretta Guns**

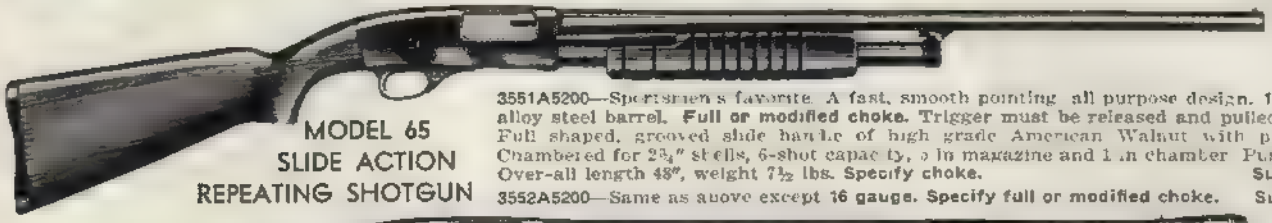
# NOBLE FIREARMS

**AMERICA'S FINEST GUN VALUES DESIGNED BY MASTER GUN ENGINEERS**



MODEL 70
.410 PUMP SHOTGUN

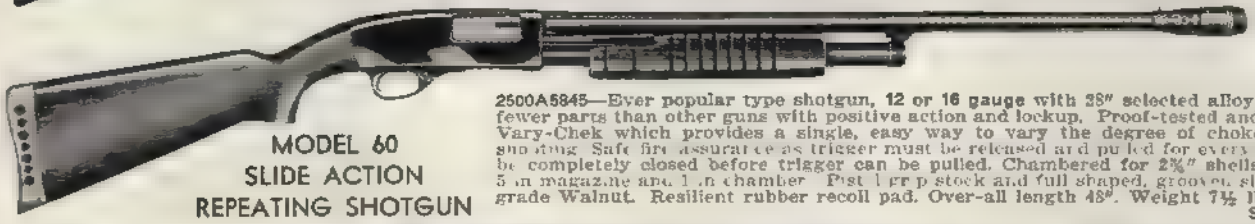
**2860A5100**—Ideal for women and youngsters, lightweight, easy to handle, with no kick. Excellent for small game at short range or small bore skeet events. 26" alloy steel barrel, full choke only. 6 shot capacity, wooden plug included. Safe fire-control trigger must be released and pulled for every shot. Safety button at top of receiver, right under the thumb. Pistol grip stock and grooved slide handle of high grade American Walnut. Checkered hard rubber butt plate. Weight 6 lbs. Over-all length 46". **Sugg. Retail $68.00**



MODEL 65
SLIDE ACTION
REPEATING SHOTGUN

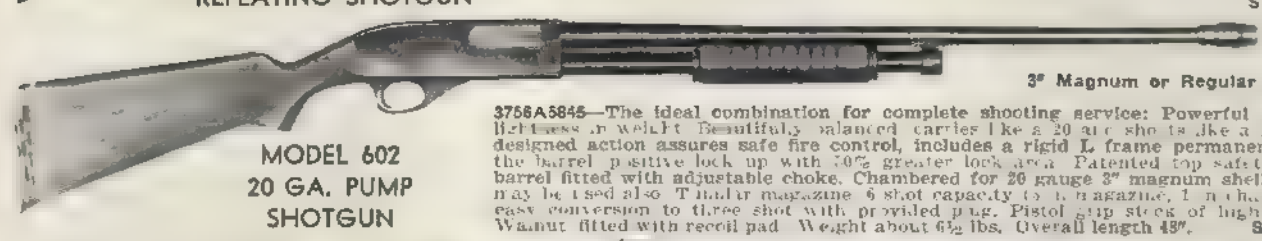
**3551A5200**—Sportsmen's favorite. A fast, smooth pointing all purpose design. **12 gauge with 28" alloy steel barrel. Full or modified choke.** Trigger must be released and pulled for every shot. Full shaped, grooved slide handle of high grade American Walnut with pistol grip stock. Chambered for 2¾" shells, 6-shot capacity, 5 in magazine and 1 in chamber. Push button safety. Over-all length 48", weight 7½ lbs. **Specify choke.** **Sugg. Retail $69.45**

**3552A5200**—Same as above except **16 gauge. Specify full or modified choke.** **Sugg. Retail $69.45**



MODEL 60
SLIDE ACTION
REPEATING SHOTGUN

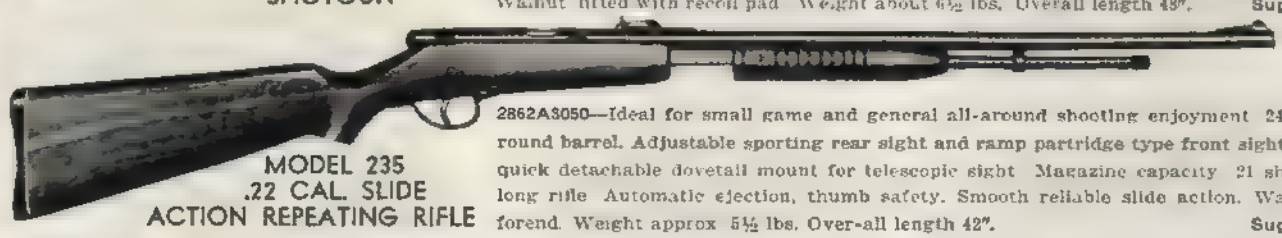
**2500A5845**—Ever popular type shotgun, **12 or 16 gauge with 28" selected alloy steel barrel.** Has fewer parts than other guns with positive action and lockup. Proof-tested and fitted with Noble Vary-Chek which provides a single, easy way to vary the degree of choke for any type of shooting. Safe fire assurance as trigger must be released and pulled for every shot. Action must be completely closed before trigger can be pulled. Chambered for 2¾" shells, 6-shot capacity, 5 in magazine and 1 in chamber. Pistol grip stock and full shaped, grooved slide handle of high grade Walnut. Resilient rubber recoil pad. Over-all length 48". Weight 7½ lbs. **Specify gauge.** **Sugg. Retail $77.85**



**3" Magnum or Regular 2¾" Shells**

MODEL 602
20 GA. PUMP
SHOTGUN

**3756A5845**—The ideal combination for complete shooting service: Powerful performance and lightness in weight. Beautifully balanced, carries like a 20 and shoots like a 12. New specially designed action assures safe fire control, includes a rigid L frame permanently aligned with the barrel, positive lock up with 30% greater lock area. Patented top safety. 28" alloy steel barrel fitted with adjustable choke. Chambered for 20 gauge 3" magnum shells and 2¾" shells may be used also. Tubular magazine 6 shot capacity (5 in magazine, 1 in chamber), quick and easy conversion to three shot with provided plug. Pistol grip stock of high grade American Walnut fitted with recoil pad. Weight about 6½ lbs. Overall length 48". **Sugg. Retail $77.85**

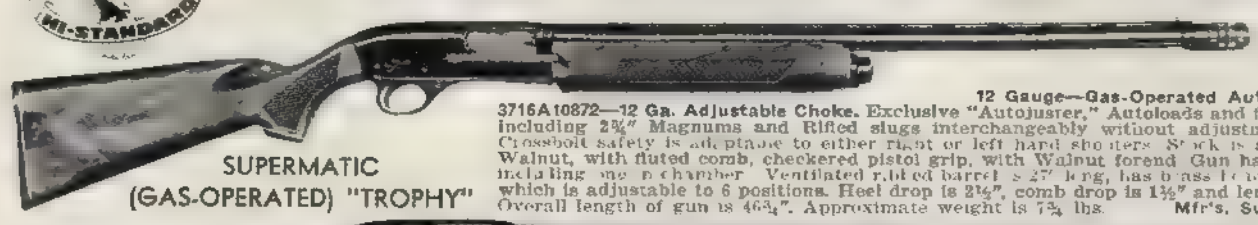


MODEL 235
.22 CAL. SLIDE
ACTION REPEATING RIFLE

**2862A3050**—Ideal for small game and general all-around shooting enjoyment. **24" selected steel round barrel. Adjustable sporting rear sight and ramp partridge type front sight. Machined for quick detachable dovetail mount for telescopic sight.** Magazine capacity 21 short, 17 long, 15 long rifle. Automatic ejection, thumb safety. Smooth reliable slide action. Walnut stock and forend. Weight approx 5½ lbs. Over-all length 42". **Sugg. Retail $40.95**

# HI-STANDARD SHOTGUNS and RIFLES

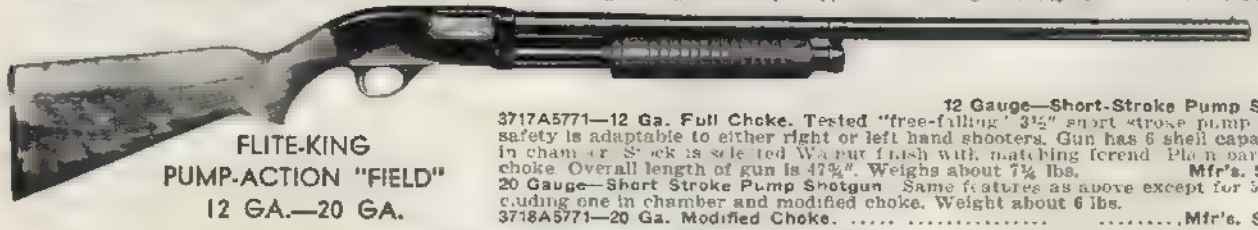
**FIREARMS FOR DISCRIMINATING SHOOTERS**



SUPERMATIC
(GAS-OPERATED) "TROPHY"

**12 Gauge—Gas-Operated Autoloading Shotgun**

**3716A10872—12 Ga. Adjustable Choke.** Exclusive "Autojuster," Autoloads and fires all 2¾" shells, including 2¾" Magnums and Rifled slugs interchangeably without adjustment of any kind. Crossbolt safety is adaptable to either right or left hand shooters. Stock is selected American Walnut, with fluted comb, checkered pistol grip, with Walnut forend. Gun has 5 shell capacity including one in chamber. Ventilated ribbed barrel is 27" long, has brass bead sight, and choke which is adjustable to 6 positions. Heel drop is 2½", comb drop is 1½" and length of pull is 14". Overall length of gun is 46¼". Approximate weight is 7¾ lbs. **Mfr's. Sugg. Retail $144.95**



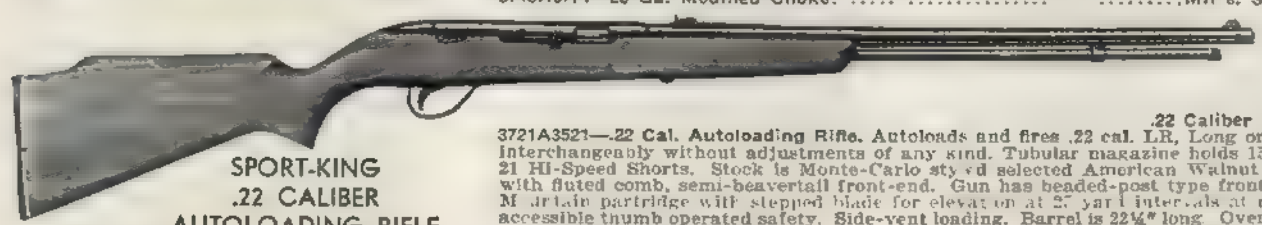
FLITE-KING
PUMP-ACTION "FIELD"
12 GA.—20 GA.

**12 Gauge—Short-Stroke Pump Shotgun—20 Gauge**

**3717A5771—12 Ga. Full Choke.** Tested "free-falling" 3½" short stroke pump action. Cross-bolt safety is adaptable to either right or left hand shooters. Gun has 6 shell capacity including one in chamber. Stock is selected Walnut finish with matching forend. Plain barrel is 28" long, full choke. Overall length of gun is 47¾". Weighs about 7¼ lbs. **Mfr's. Sugg. Retail $76.95**

**20 Gauge—Short Stroke Pump Shotgun** Same features as above except for 5 shell capacity including one in chamber and modified choke. Weight about 6 lbs.

**3718A5771—20 Ga. Modified Choke. ..... Mfr's. Sugg. Retail $76.95**



SPORT-KING
.22 CALIBER
AUTOLOADING RIFLE

**.22 Caliber Autoloading Rifle**

**3721A3521—.22 Cal. Autoloading Rifle.** Autoloads and fires .22 cal. LR, Long or Hi-Speed Shorts interchangeably without adjustments of any kind. Tubular magazine holds 15 LR, 17 Longs or 21 Hi-Speed Shorts. Stock is Monte-Carlo styled selected American Walnut in natural finish, with fluted comb, semi-beavertail front-end. Gun has beaded-post type front sight and Rocky Mountain partridge with stepped blade for elevation at 25 yard intervals at rear sight. Easily accessible thumb operated safety. Side-vent loading. Barrel is 22¼" long. Overall length is 42¾". Gun weighs about 5 pounds 10 oz. **Mfr's. Sugg. Retail $46.95**

My son, the CHAMP!
Sure I'm proud. Why not? He started out with one small bag of Marble King marbles, and now he's got enough to build a palace. And my, what beauties! Rainbows Rainbow reds. Marine puries. Jumbo shooters. Even Cat's Eyes, yet. Of course, what could happen tomorrow I don't want to think about. Maybe he'll have an off day. Maybe he'll lose the title. So I'll buy him another bag. Marble King, naturally.
"MARBLE KING" MARBLES
BERRY PINK INDU
Avenue, N.Y. 16,

INFANT

# "Betsy Wetsy"

13-inch infant with rooted Saran hair. Drinks, wets, cries.

$6.77 [2]

[1]

"Betsy Wetsy"

23-inch doll drinks, wets, coos and cries real tears.

$14.98 With layette and tub





[3] [4]

"Betsy Wetsy"

TODDLERS

16-inch. Drinks, wets $6.89

19-inch. Drinks, wets $9.97

## All our Betsy dolls have these lovable features:

The most precious baby face ever to win an adoring little girl's heart. Go-to-sleep eyes that seem to ask for the most tender loving care. Sturdy plastic body, jointed legs, moving arms and head have a skin soft touch.

## Betsy Wetsy with tub and layette

[1] Betsy loves to be bathed in her tub bursting with fragrant bubbles. Dressed in romper. Rooted Saran hair is baby styled. Layette includes assorted style cotton dress and bonnet; diaper; 2 safety pins; 3 powder puffs, bottle and nipple; soap; washcloth, tissues 6 clothes pins; booties. Molded plastic tub in size to fit each doll, package of 12 oz. bubble bath. Betsy Wetsy makes a perfect gift all year around.

49 N 3167—13-inch doll, layette, tub. Shpg. wt. 5 lbs. $7.98
49 N 3168—17-inch doll, layette, tub. Shpg. wt. 6 lbs. . . . 11.98
79 N 3169C—23-inch doll, layette, tub. Her tub has bracket to fit across standard size bathtub. Shpg. wt. 6 lbs. . . . . $14.98

## Infant Betsy with accessories

[2] Betsy comes ready to be loved in cotton shirt, diaper and blanket. She cries softly when squeezed. Her accessories are washcloth, soap, booties, bottle, nipple.

49 N 3156—13-inch doll with molded hair. Wt. 2 lbs. $5.88
49 N 3152—13-inch doll with rooted Saran hair. Shipping weight 2 pounds . . . . . 6.77
49 N 3166—17-inch doll w/rooted Saran (washable) hair. Shipping weight 2 pounds 10 oz. . . . . $9.79

## Betsy Wetsy Toddlers in 2-piece outfits

Betsy grows up. She's perfectly proportioned to sit like a baby or stand like a toddler. No wonder her expressive little face looks so perky . . she feels that way, dressed in her smart 2-piece outfit with pert matching bonnet and vinyl shoes. She's always ready for feeding time with her own bottle. Lifelike detail will capture toddler's heart. Has beautiful, rooted Saran hair.

[3] 49 N 3051—16-inch doll. Shipping weight 2 lbs. . $6.89
[4] 49 N 3155—19-inch doll. Shipping weight 3 lbs. . . 9.98

## Happi-Time Doll in playpen with layette . . drinks and wets $9.97

What little mother could resist loving this! 18-inch baby just asks to be hugged. Soft, vinyl head turns, has go-to-sleep eyes, "pixie" style Saran hair. Jointed, chubby little curved arms and legs, distinct fingers and toes. Wears cotton diaper, robe, knit booties. Has cotton dress, hat, plastic panties, jacket, diaper, towel, sponge, soap, bottle. 17x18x12-inches high varnished wood playpen has easy-roll casters and a padded floor.

79 N 3120C—Shipping weight 7 pounds. . . . . $9.97

## 3-pc. Carriage Sets

1 Plastic-covered mattress. Rayon taffeta, cotton-filled pillow 11x8 inches; quilt 22x16 inches. Pink.

**Set for carriages up to 21 in. long.**
49 N 8215—Wt. 1 lb. 2 oz. Set $1.97

**Set for carriages 22 to 26 in. long.**
49 N 8216—Wt. 1 lb. 8 oz. Set $2.34

## Woven Fiber Buggies

2 **20x9½-in. body.** Plated tubular gear; 26-in. handle. White; red tires.
79 N 8217C—Shpg. wt. 7 lbs. . .$7.88

3 **18x8-in. body.** 24½-in. handle. Red enamel finish; white tires.
79 N 8214C—Shpg. wt. 6 lbs. .$5.99

Buggy or Stroller without coat

$2.99

## Folding Buggy with 20-in. vinyl Doll

**$4.99**

Wide-eyed baby doll drinks, wets, sleeps. Dressed in playsuit. 18-inch carriage has aluminum painted finish, pink and white vinyl, pink plastic wheels, 22-inch handle, 3-bow hood.

**Doll and Carriage.**
49 N 8262—Shpg. wt. 5 lbs... $4.99

**Carriage only.**
49 N 8263—Shpg. wt. 4 lbs... $2.99

$2.99

## Folding Stroller with 20-in. vinyl Doll

**$4.99**

Doll drinks, wets, sleeps—has bottle, playsuit. Stroller has 8x9-in. seat, pink vinyl with white piping, detachable bag. Pink plastic wheels, 23-in. long handle.

**Doll and Stroller.**
49 N 8224—Shpg. wt. 4 lbs. $4.99

**Stroller only.**
49 N 8261—Shpg. wt. 3 lbs. $2.99

9-way convertible

- Carriage
- Regular stroller
- Carry-all bed
- Rocker
- Swinging bed
- Backward facing stroller
- Swing
- Car seat
- Rocker seat

## Chatty Baby Stroll-a-Buggy

**$9.44**

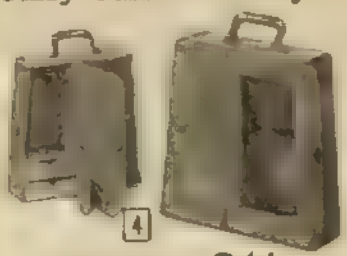
All little mommy has to do is lift or fold to turn one fun toy into another. Sturdy, easy-to-assemble steel frame. Pretty blue and white vinyl upholstery wipes clean. Handle is 28 inches high. For dolls up to 20 in. tall. Doll not included.
79 N 8242C—Shipping weight 10 lbs..... .$9.44

$3.59

## Chatty Baby Carrying Case

Two drawers, zippered clothesbag, hangers. Pink vinyl plastic 10½ x20x2¾ in. (Doll not incl.) Wt. 1 lb. 12 oz.
49 N 9352..... $3.59

## Carry Cases for Dolly and Her Wardrobe



4 Doll Case for Tiny Thumbelina **$3.44**

4 **14x14x4-in. Drawer,** hangers. Sturdy, reinforced pink plastic.
49 N 9310—Shpg. wt. 4 lbs..... $3.44

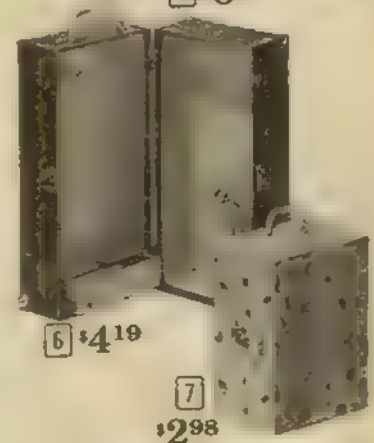
5 **24-in. metal trunk,** wood frame. Blue and white, pink lining. Brass-plated trim. 2 drawers, hangers, stickers. Lock and key. 24x11x9 in.
79 N 9269L—Shpg. wt. 12 lbs.....$6.98

5 $6.98

## Plasticized Paperboard over strong wood frame

6 **20-in. trunk.** Gray and red; polka dot binding. Metal slide bar, snaps, lock and key. Drawer, hangers; plastic handle, labels. 20x9x9 in.
79 N 9343C—Shpg. wt. 5 lbs. . $4.19

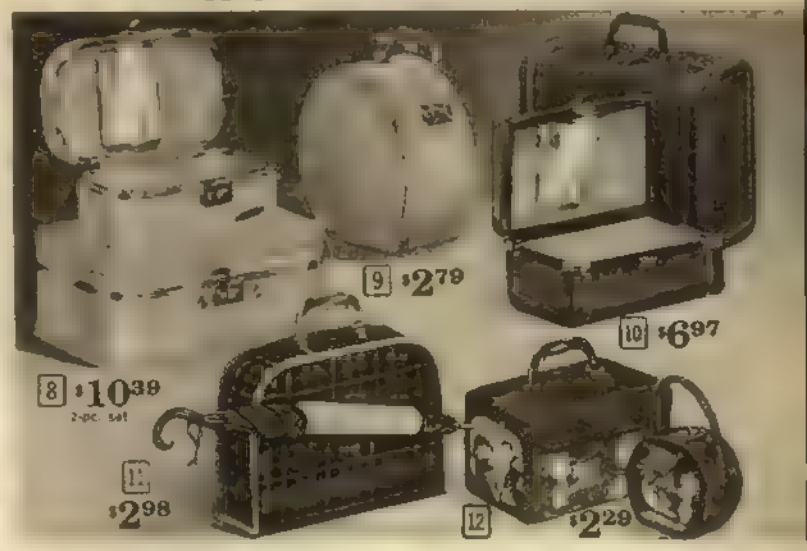
7 **14-in. trunk for 2 dolls, accessories.** Blue; pink lining. Each side has tie for doll, drawer, metal slide bar, plastic hangers. Brass-plated snap, hinges; white plastic handle. 14x10x7½ inches.
49 N 9344—Shpg. wt. 3 lbs... $2.98



6 $4.19

7 $2.98

## Luggage for Dolly's Mommy



9 $2.79

10 $6.97

8 $10.39 2-pc. set

11 $2.98

12 $2.29

8 **2-pc. Weekender Set.** 14x10x5 in. overnight case *plus* 10x6x5-in. train case. Vinyl plastic covers wood frames. Aluminum edges. Plastic stitched bindings. Nickel-plated locks with keys. Plastic handles.
49N9325E White. Shpg. wt. 6 lbs. $10.39
49N9333E Blue. Shpg. wt. 6 lbs. . 10.39

**Overnight case only.** Shpg. wt. 4 lbs.
49N9334E White 49N9335E Blue Ea $5.98

**Train case only.** Shpg. wt. 2 lbs.
49N9336E White. 49N9337E Blue. Ea $4.66

9 **Hat Box.** Matches weekender set. Reinforced edges. Washable lining. Snap catches. Plastic handle. 11x10½x4¾ in. Shpg. wt. 2 lbs.
49 N 9338E White.. ..... . $2.79
49 N 9339E—Blue.. ..... .. 2.79

10 **2-pc. Ensemble.** 12¾x10¾x6½-in. overnight case; 9¾x6½x5¼-in train case—each with lock, key. Strawberry pebble grain plastic cover; stitched edges. Plastic handle.
49 N 9340E—Shpg. wt. 5 lbs.. $6.97

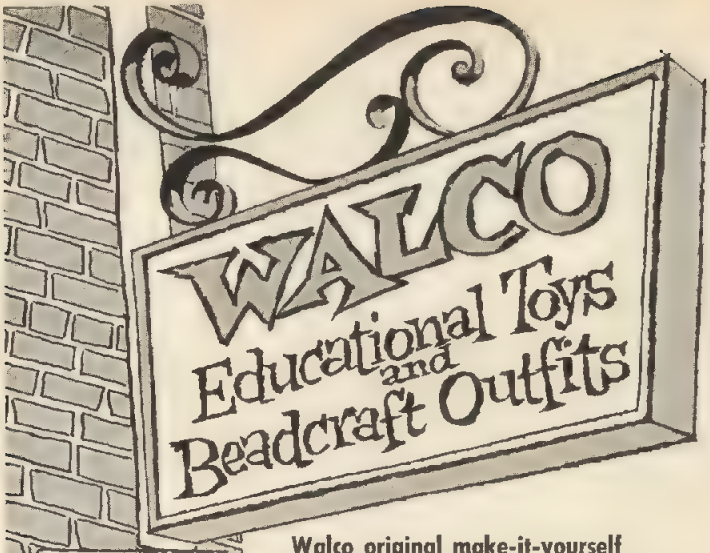
12 **2-pc. Beany and Cecil Set.** Durable red vinyl plastic has calf-leather look. Decorated with pictures from Beany and Cecil cartoons. 8-inch train case has turn lock. 5-inch pocketbook has zipper.
49 N 9342E—Shpg. wt. 1 lb. 4 oz. $2.29

NOTE: Catalog numbers and prices do not include 10% Federal Excise Tax.

**The Beverly Hillbillies... Flyin' High!**

It's the most phenomenal success story in television history! Since its first month on the CBS Television Network "The Beverly Hillbillies" has been the favorite program in the nation attracting more than 45 million viewers each week (close to 12 million of them below the age of 13). And even more fantastic is the merchandising boom unleashed by television's "first family." Licensees are striking it rich with books, toys, games, coloring sets, apparel. Climb aboard "The Beverly Hillbillies" bandwagon. Contact Murray Breson, 485 Madison Avenue, New York 22, N.Y. (Plaza 1-2345).

CBS FILMS




- Alpha Beadcraft
- Art Felt Craft
- Bead-A-Basket Sets
- Bead-A-Bag
- Bead Marionette
- Bumble Beads
- Charm Craft Sets
- Costume Jewelry Craft
- Craft Stick Jewelry
- Fun With Dolls
- Fun With Flowers
- Glitter Art Craft
- Indian Bead Craft Sets
- New Snowflake Jewelry
- Pearl Jewelry Craft
- Perfume Flower Craft
- Pixie Puppet Theatre
- Pixie Puppets
- Sea Shell Jewelry
- Stringing Doll Heads
- Teen Doll Jewelry
- Tile Beadcraft Sets
- Wool Weaving Loom

**Walco original make-it-yourself beadcraft items . . . first in America**

Walco, the originator of beadcraft toys presents to young America authentic originals . . . originals in fascinating beadcraft projects. They have been imitated but never duplicated. Accept no substitutes.

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

Editor Approved

CHILD LIFE SEAL OF SELECTION

**WALCO'S NEW $1.25 TOY LINE**

Made especially for variety and chain stores.
New colorful window packaging stimulates volume sales.

WRITE FOR COMPLETE INFORMATION AND CATALOG

WALCO TOY CO. QUALITY UNSURPASSED

Walco
TOY COMPANY, INC.
38 West 37 St., New York 18, N. Y.

SALEM SHIP'S BELL STRIKING CLOCKS
*The Brilliant New Mark III Four Inch —*
"FLORIDIAN" and "BISCAYNE"
*LARGER replicas of the famous "Privateer-Seafarer"*
*world-renowned 8-day SALEM movements with many exclusive features*
*Self-correcting strike with shut-off, 4" silvered 24-hour dials*
*Forged heavy brass one-piece cases, screw bezels, moisture-proof*
*Deep resonant marine gong tone — excellent volume*
*Fully compensated precision helosteric barometers*
SALEM CLOCK COMPANY
3 VAN DYKE AVENUE • HARTFORD 14, CONN.
*Marine brochure on request*

OUTSTANDING VALUE!

FLORIDIAN (clock only)— $90.00*
BAHAMIAN (barometer only) — $70.00
Also available without marine wheels
BISCAYNE (clock only)— $ 5.00*
TRADE WINDS (barometer only)— $55.00
Mahogany bases, brass or chrome, from $15.00
*Plus F.E.T. • *Chrome additional*

### WREN SCOOTER

► Bird Engineering, 206 S. 19th St., Omaha, Neb., offers the Wren scooter in standard (50 pounds) and de luxe (60 pounds) models, at $99 and $119. The scooter, small enough to be carried aboard a boat, has a Clinton 2½-hp engine with an automatic recoil starter, and speeds up to 30 mph, getting about 100 miles per gal. of fuel. The de luxe model has headlights and fenders.

BIRD ENGINEERING'S MINIATURE SCOOTER

### SEABOARD MARINE SUPPLY

► Seaboard Marine Supply Co., Inc., 214 Montauk Highway, Islip, N.Y., manufacturer and distributor of sailboat equipment and sailing accessories, has added PVC foul weather gear and Japanese made "zoom" binoculars to its selection. The PVC gear is available for both men and women with button or pullover styling with hooded jackets in red, orange, yellow, green, blue and white vinyl coating. Pullover type is $28.50 for the full suit; button-front style is $1.30 more. The binoculars are adjustable from 7 to 12 power. $89.50. Seaboard is agent for Tuphblox blocks and fittings.

### PARAGON TRANSMISSIONS

► Paragon Gear Works, Inc., Taunton, Mass., has added to its HF7 series hydraulic transmissions. Models HB7 and HJ7, for use with gasoline engines up to 250 cu. in. and 450 cu. in. displacements, can also be applied to diesel engines. The basic HF7 complements engines up to 350 cu. in. displacement, and features of this model have been carried over into the additions. An improved planetary gearing design permits increased torque capacity, and eliminates speed reduction in reverse. Units can be offset either above or below the crankshaft centerline.

### MARINE MANIFOLD

► Marine Manifold Corp., 146 Mott St., Oceanside, N.Y., has in its line a copper water-jacketed exhaust collector designed for the GMC 6V53 diesel engine. The exhaust collector is also available in Cupro nickel, and is fabricated in other shapes for many other make engines.

### IDEAL ELECTRIC WINDLASS

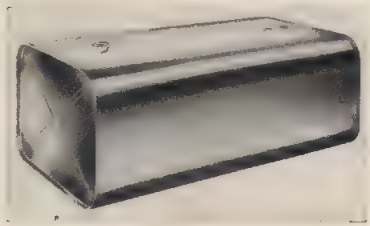
► Ideal Electric Windlass Co., Inc., E. Greenwich, R.I., has added two models of pulpit windlasses to its line, the AP18 and AP28. Built specifically for the Danforth anchors, the new models are identical to the Ideal APC series, except for the addition of a capstan in the APC windlasses. Ideal also has the new model CWM electric windlass, a 45-lb. unit providing a line pull of 350 lbs. Windlass models are in polished bronze finish; chrome plating is optional.

### SUTTON PUMPS

► Sutton Mfg. Corp., 112-14 W. Wilson Ave., Norfolk 10, Va., offers a variety of marine equipment, starting with a submerged type electric bilge pump of bronze construction, to a heavy duty windshield wiper assembly, also of bronze. Other equipment includes the marine blower in three and four inch models, and the cabin fan, a non-oscillating adjustable unit in 6" and 8" models. All Sutton units are available in all DC voltages; the fan can be had for AC operation.

### ALLCRAFT TANKS

► Allcraft Mfg. Co., Inc., 27 Hayward St., Cambridge, Mass., manufacturer of Seafarer fuel and water tanks, is now delivering its model 30R large capacity, all-welded construction tanks. Built of solid corrosion-resistant Monel, the tanks are tested to National Fire Protective Association standards. All tanks have Monel fittings that are flued and welded to the tank, and seams are seam welded and baffled, with 75% of the outer edge welded to the tank wall. The 30R tanks are available in 77, 90, 108 and 145-gal. capacity.



ALLCRAFT 30R MONEL TANK

Extremely fine detailing . . even the hatch hinges are authentic

## Huge 3-foot Blue Devil

### Knifes through the water at 45 knots scale

Set the switch and *automatic* action takes over and does the steering in pre-set patterns . . . watch it maneuver in a figure 8, circle, rectangle and straight line. Power is supplied by heavy duty battery-driven electric motor.

**Complete kit $9.39**
without batteries

Imagine the thrill any youngster will get building and sailing this scale model of a giant U.S. Navy destroyer. Made of molded plastic in battleship grey. Even the gun turrets, radar screen and torpedo tubes move automatically when ship is sailing. Inner hull parts such as the motor gears, connecting shafts battery box and wires add extra excitement when putting ship together. Even includes a display stand. Order 6 "D" batteries below. Cement not included.

79 N 1902C—Wt. 3 lbs. $9.39

**"D" Battery.** Shpg wt 4 oz.
79 N 4660 Each 16c, 4 for 60c

Each 77c without batteries

### Each kit builds a 1-foot long battery-powered floating model

Sail your own fleet of exciting U.S. Naval ships in accurately detailed grey plastic. Each has a powerful motor, battery box, switch, all connections and a display stand. Each uses one "AA" battery, order under Jaguars at left. Cement not incl.

49 N 6353M—Shipping weight 3 pounds 2 ounces . . . . . Set $2.99

1. **U.S.S. Rudderow Picket Ship.** 49 N 6349M—Wt. 7 oz. Ea. 77c
2. **Aircraft Carrier Hornet.** 49 N 6350M—Wt. 7 oz. . . . Ea. 77c
3. **U.S.S. Cleveland Cruiser.** 49 N 6351M—Wt. 7 oz. Ea. 77c
4. **U.S.S. Missouri Battleship.** 49 N 6352M—Wt. 7 oz. . . . . Ea. 77c

### Battery-driven Jaguars race on plastic monotrack

Everything you need to build two motorized Jaguars plus 36 ft. of plastic tubing to form a speedway. There's even a driver in each car. One racer is red, the other is shiny chrome plate finish. Each 6¾ inches long, made of sturdy plastic. Cement not included. Each uses two "AA" batteries; order below. Shipping weight 2 lbs.

49 N 1944M . . . . . Set $3.54

**"AA" Batteries.** Shpg wt. ea. 1 oz.
49 N 4666M . . Each 16c; 4 for 60c

Kit $3.54
without batteries

Set up your own track with 4 cars, salt flat scene

Kit $2.57

### "Beasts of Bonneville" racers speed along straight drag strip

Build 4 exciting racers and make your own miniature drag race at home. Friends can help and take part in the competition. Colorful 6¾ inch plastic cars powered by a rubber band mechanism . . . all you do is wind 'em up and let 'em go. Two plastic tethers for each racer . . one for the starting point, one for the finish. Attach a piece of string (not included) between the two tethers and the car follows the path of the string. Rear panel of kit box has cardboard cutouts for salt flat scene. Decals for each racer. Rule and suggestion booklet plus glue for kit assembly included.

49 N 2353—Shipping weight 1 lb. . . . . Set $2.57

### Hubley Die-cast Metal Cars

Build highly detailed scale model of a 1930 Packard. With side panel upholstery, worm and sector gear steering, chrome-plated accessories such as bumpers, open wire wheels. White wall tires. 14-piece engine under removable hood. Unfinished metal parts, paint not incl. 9¼ inches long. Screwdriver assembly.

(5) 49 N 6363—Sport Phaeton

(6) 49 N 6362—Roadster
Shipping weight 2 lbs. Each $3.99

### Steer battery-powered cars by remote control

Build a detailed stock model, customize it into a hot-rod or turn out a competition machine. Order 2 "AA" batteries, under Jaguars; and 2 "D" batteries on facing page (49N4660). Cement not included.

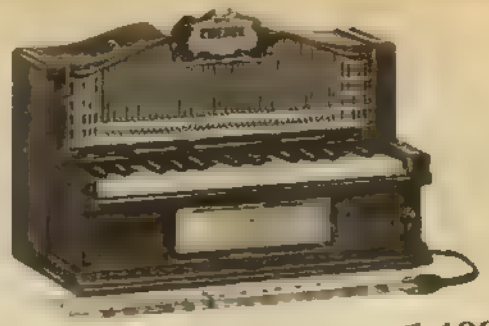
7. **1925 Ford Model "T" Pickup.** 6 in. long
49 N 6316M—Shipping weight 1 lb. 4 oz. $2.76
8. **1951 Ford "Victoria" Hardtop.** 7¾ in. long
49 N 6318M—Shipping weight 1 lb. 4 oz. . . . $2.76
9. **1940 Mercury Convertible.** 7¾ in. long.
49 N 6322M—Shipping weight 1 lb. 4 oz. . . . . 2.76

$44.99 cash
NO MONEY DOWN

## *Get 18 different chords just by touching buttons on the* Happi-time Electric Chord Organ

See how easily children can play *without lessons* . . how readily they learn the rhythms of waltz, tango, rumba, other musical tempos. The secret is a pre-set arrangement of 18 buttons for left hand: 6 bass tones for rhythm . . 6 major, 6 minor chords for accompaniment. Melody is played by right hand. With "number selector" method, organ keys match number strip on sheet music. Loud-soft-volume control slide bar. high quality stainless steel reeds. Feather touch, fingertip action. 3 full octaves . . 37 treble keys, 18 bass buttons. Beautiful cabinet is washable, scuff-resistant vinyl in two-tone walnut grain, sealed onto wood veneer to assure long life. 4 steel legs. 24x10x30 in. high. Book of 22 favorite melodies. Bench not included.
79 N 604C—Shipping weight 18 pounds..... $44.99

Five Extra Music Books. Total of 110 titles. "Number selector" method
49 N 616—Shipping weight 8 ounces.....Set $3.39



### Golden-pipe Electric Reed Organ $14.99

What fun to hear the rich organ tones. 27-key range (over 2 octaves) Walnut color plastic cabinet trimmed with gold color. Withstands high impact. 16-song music book, key selector system. 15x6x10 in. high
79 N 621C—Shipping weight 11 pounds ..... $14.99

### 4-Chord Electric Organ $22.66

You enjoy big-organ effect automatically. Just touch a finger on any of 4 chord buttons . . get beautiful full tone chords. Key selector is edu cator approved . . makes playing as simple as A B-C. Rich, woo-l grain color cabinet of high-impact plastic. 27 keys. 22x11x11 in high 16-song music book to please all youngsters
79 N 637C—Shipping weight 12 pounds..... .....$22.66

### 8-button Electric Chord Organ $25.66 cash NO MONEY DOWN

Get enriched melody, definite rhythm, with 4 chords, 4 bass tones, in tended for left-hand use Right hand plays melody with aid of easy number system enclosed. Volume control slide bar, fine quality stainless steel reeds. Veneer wood cabinet is covered with walnut-grained vinyl 18x9x7 in. high Music rack, 22 selection music book included
49 N 602—Shipping weight 10 pounds. .....$25.66

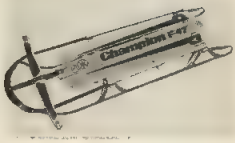
## Our largest 18-chord Electric Organ

Includes bench, 5 music books $72.50 cash NO MONEY DOWN

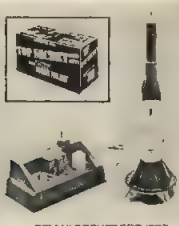
Every music-loving child will appreciate this simple-to-play organ with its *18 full chords:* 6 major and 6 minor for accompaniment, 6 bass for rhythm. Children can learn to play so easily . . just touch the buttons for chords, play melody with right hand. Can also be played as a spinet . . Emenee Key Selector shows how 37 black and white keys (3 full octaves). Fine tone quality from plastic reeds. Hand some cabinet has matching bench with vinyl-covered pad. Pilot light . . brass finished swivel legs. 5 song books included: Christmas carols, folk songs, children's favorites. 38x16x33 in. high. Sent freight (rail or truck) or express.
79 N 613N2—Shipping weight 50 pounds.....$72.50

NOTE: All organs on both pages have on-off switch and are UL approved for 110-120-volt, 60-cycle AC.

**Gibco Blocks** are packaged in clear, polyethylene trays; house front is seen constructed of actual blocks. Molded, washable, unbreakable plastic in red or mottled white. Gibbs Automatic Mou ding Corp., Henderson, Ky.




**Champion F-47,** one of six models in the new "F" series of Champion sleds, redesigned with extra responsive new "floating" steering; sleekly streamlined. Kalamazoo Sled & Toy, 844 Crosstown pkwy E, Kalamazoo, Mich.




**Gemini Rocket Project** operates on a true jet principle; has control house, feeder line, launching platform; rocket; water for fuel. Travels upward to 300 feet. $5.98. Park Plastics Co., 104 E. Elizabeth ave., Linden, N. J.

**26" Ross "Deluxe Hot Rod,"** boys' golden bike, featuring single speed free wheeling rear hub; front and rear Caliper brakes, racing bars, middleweight tires. Chain Bike Corp., 350 Beach 79 st., Rockaway Beach, N.Y.

**Bob-O-Link Bob Sleds**—"the sleds that ski"—are full floating bobs with skis 3 inches wide, steel runners attached. Sized for 1 (#036), 2 (#048), and 3-4 (#060) children. Red finish. Withington, West Minot, Maine.

**Mickey Mouse Club Puzzles** depict the characters, theme of the Walt Disney "Mickey Mouse Club" on TV. 17"x22" with 100 interlocking pieces, $1 ea. 15" x20", 59¢. 10"x14" size, 39¢. Jaymar Specialty Co., 200 Fifth ave., New York.


# KENNER!

It's Kenner It's FUN!

This BIRD means Business

**KENNER'S 1963 LINE STRONGEST IN OUR HISTORY!**

Many buyers at the TOY FAIR described it as "one of the strongest in the industry!"

HERE ARE 3 OF THE NEW HOT ITEMS.

**NEW! SKY RAIL**

**GIRDER AND PANEL BUILDING SET**

Build and operate Sky Rail Systems of tomorrow, many thrilling arrangements. Construct skyports, terminals, towers. Battery-Powered Remote controlled Sky Cars go forward, back, climb and descend steep slopes. 2 Big Sets—Added thrill of racing with larger set.

**NEW!** Battery Motor

**PLAY DRILL**

**With Work and Play Bench and 7 Power Tools including Automatic Trip Hammer.**

Just like Dad's . . . but S A F E ! Drives rivet, screw, bolt into work bench; mixes; embossing; buffs; grinds; spins top, etc.

**NEW! ELECTRIC MOLD MASTER**

**A Machine for Injection Molding of Real Plastic Toys.**

Mold over 50 realistic combat pieces like tanks, missiles, soldiers, guns, jeeps—even world-famed pistols that really shoot! Mold over and over, plastic reusable. Safe

**ALL BACKED BY HEAVY SATURATION TV IN MANY MARKETS**

**KENNER PRODUCTS CO.**
CINCINNATI 2, OHIO
N.Y. SHOWROOM, 200 FIFTH AVE. BLDG.

***They copied all they could follow, but***
***they couldn't copy my mind,***
***And I left 'em sweating and stealing***
***a year and a half behind.***

—Rudyard Kipling (1894)

1961

***first with the Camper's Truck***

1962

***first with the Horse Van***

1963

***first with the Station Wagon***

## *The fastest make you'll ever move! Go Buddy L.*

*Write for new catalogue*

EXCLUSIVE INTERNATIONAL SALES REPRESENTATION
HENRY RAY ORGANIZATION

*200 FIFTH AVENUE, NEW YORK 10, N.Y.*

# The most fun you can have with sand

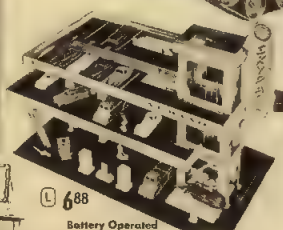
Children believe sand was invented to be scooped and shoveled, loaded and dumped, piled and spread. Toys with the talent to do these things get immediate and lasting attention.

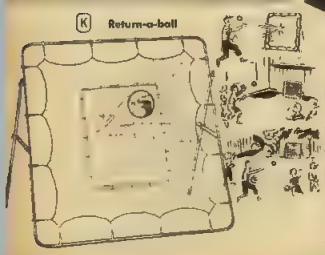
That's why Tonka's new Trencher and Back Hoe are ranking favorites with the beach and sandbox set. They are specially designed for action The toys are so talented they are ambidextrous -can scoop or dump from both the right and left sides as well as the back. Each toy is an exact scale model made of heavy-gauge steel and protected by real truck paint. Built with typical Tonka toughness, they will last a childhood.

BACK HOE: 17 1/4" long, 8 1/2" high, 6" wide. Suggested retail price $4.00. TRENCHER: 18 1/4" long, 7 3/4" high, 5 1/4" wide. Suggested retail price $5.00.

*Built to last a childhood*

Tonka



**A COX P-40 WAR HAWK.** Richly detailed model of World War II's famous fighter. Super Bee engine power dives, zooms, loops, makes 3-point stall landings. Clear plastic cockpit canopy. Tan. 29".
97 B 9700H—Shpg. wt. 2 lbs. 8 oz. ..... 7.44

**B WEN-MAC CESSNA 175 BASIC TRAINER SET.** Automatic starter . . . just turn the nylon prop, let 'er go! Engineered for beginners. Fuel, battery, flying accessories. 30" wing span. .049 engine.
95 H 5218H—Shpg. wt. 3 lbs. ..... 9.22

**C REMCO WHIRLYBIRD.** Over 2 ft. long; rotors over 17" in diam. Motor-driven hoist, hook, rescue sling. Taxis by motor. 25 men, truck, jeep, tank, artillery piece. Uses 2 "D" batteries, not included
95 B 6320H—Shpg. wt. 4 lbs. ..... 6.98

**D AERO KITE.** Takes off in 3-mile wind. Shaped like a space ship . . . flies higher, is more stable and requires less wind than any other kite. 500 ft of line, winding reel. Booklet explains principles of aero-dynamics
97 B 7913H—Shpg. wt. 1 lb. ..... 2.97

**E STRUCTOR MOBILE CRANE.** Full circle rotation. One hand wheel controls raising, lowering, loading, unloading bucket, other hand wheel raises, lowers boom to any degree. Non-tip stabilizers adjust 7x7x32".
95 B 9203S Shpg. wt. 8 lbs. ..... 5.99

**F REMCO JOHNNY REB CANNON** Exact replica of the cannon used at Gettysburg, Ammomattox, other Civil War battles. 30x12½x11¼". Six plastic cannonballs, tow rope, flag, loading ramrod. Load, aim, fire . . . cannon ball booms as far as 35 ft.
95 B 6308K—Shpg. wt. 7 lbs. ..... 8.88

**G BUDDY L SELF LOADING AUTO CARRIER.** Big welded-steel highway auto hauler with easy-action loading, unloading ramp. Plus 3 scale model autos. Spring suspension 34¼x6½x9" high
96 B 9408H—Shpg. wt. 7 lbs. ..... 6.69

**H U.S. ARMY BULLDOG TANK.** 4 shells to a clip, ejects empty casings. Authentic scale model 22½" long. Uses 4 "D" batteries, not included.
95 B 6305H—Shpg. wt. 2 lbs. ..... 9.49
Light Tank Model, features as above
95 B 6309H—Shpg. wt. 1 lb. 8 oz. ..... 4.89

**J ROAD BUILDER.** Each unit works just like real one! Grader blade adjusts, cab-steered rear wheels. Sandloader' moving conveyer belt, positioning hopper. Bulldozer blade raises. Loboy trailer, dump truck.
95 B 5523R—Shpg. wt. 15 lbs. ..... 10.44

**K DELUXE RETURN-A-BALL.** Loads of fun . . . learn to pitch and catch . . . improve control with rust-framed strike zone. Nylon net, tubular steel frame and supports. Steel springs. Complete with baseball.
96 B 2004H—Shpg. wt. 6 lbs. ..... 4.44

**L TRI-LEVEL HIGHWAY STATION.** Three different work and park levels. Double the fun . . . first the thrill of assembling it, then hours of exciting play. All metal, 28½" long, 14½" wide, 17¼" high. Motor driven elevator delivers cars to roof. (Batteries not incl.) Plastic cars, figures, accessories.
96 B 5108H—Shpg. wt. 9 lbs. ..... 6.88

**M OFFICIAL NFL FOOTBALL GAME.** Offers all the thrills of real football . . . players actually run up and down the gridiron, block and tackle. The team that has the ball runs, passes or kicks. Features official uniforms and pennants in color. Stadium and field are masonite with steel frame in attractive multi-color design. Complete with 22 plastic players, snap-action lever for kicking or passing, 3 magnetic footballs, goal posts, flag posts, score board, yard line markers and rule-book. Hidden vibrating coil operates on 115V, AC current only. UL approved. Measures 21" wide, 36" long by 11" high. Shipping weight 18 lbs.
95 B 6205H—No Money Down ..... 10.88



See Our Easy As ABC Order Blank, Page 354

# Bouncing Horses

**STURDY AND SAFE RIDES FOR CHILDREN**

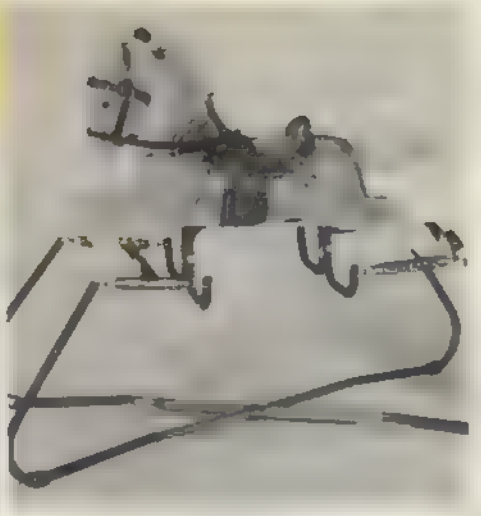
### "FLYING CLOUD" THE ARABIAN

5627TF2100—Horse of the Year! Body made of 90 layers of pure, natural latex of uniform thickness—no thin spots to wear out quickly. Dazzling dapple Grey; vivid blanket, canteen, crop, and lariat molded into body. Yellow saddle, White mane, and White tail. Sturdy tubular steel construction is chrome plated. Rubber floor protectors, plated springs fastened to plated "D" rings. A real beauty. Sizes 42" l., 22½" w., 35¼" h. Ship. wt. 26 lbs. F.O.B. Ohio Factory. Mfr's. Sugg. Retail $35.00

### "BEAUTY" THE KENTUCKY THOROBRED

5626TF1800—Palomino in Chestnut color with gay blanket; Brown saddle; holster, gun, and canteen molded into body. Two post saddle support — Frame and footrest: Steel tubing with chrome finish; rubber floor protectors, plated springs fastened to frame with plated "D" rings. Size: 42" l., 22½" w., 32½" h. Ship. wt. 27 lbs. F.O.B. Ohio Factory.

Mfr's. Sugg. Retail $30.00



### "SPEEDY" THE PALOMINO

5628TF1500—Strong latex molded body, yet, never hardens in cold weather nor softens in summer. Light Chestnut color with White mane and tail. Canteen, lariat, exotic blanket molded into body. Brown saddle and reins. Red frame. Strong tubular steel construction, rubber floor protectors. Size: 41⅝" l., 22½" w., 33¼" h. Ship. wt. 25 lbs. F.O.B. Ohio Factory. Mfr's. Sugg. Retail $25.00

### WONDER BOY PALOMINO

2560TF2245—The youngsters will delight in riding the range with this Wonder horse. Caught in mid-gallop Wonder Boy is molded in Palomino-color vinyl. Tooled look Western saddle, saddle horn, bridle and brand, topped off by the rollicking ride children love. Copper base. Dimensions: 41" long, 24" wide. Saddle height: 26½". For children from ages 1 to 7. Ship. wt. approx. 32 lbs. F.O.B. Tennessee Factory. Mfr's. Sugg. Retail $34.95

### WONDER CYCLONE

5803TF2558 — Black and White pinto horse in durable lifelike soft vinyl. First Wonder horse ever with activated legs. Live action for youngsters. Amazing activated legs patterned after the rhythmic motion of a real live horse. Fully equipped with colorful Old West accessories. Saddle height 26½", length 48", width 24". Ages 1 to 7. Ship. wt. 54 lbs. F.O.B. Tennessee Factory.

Mfr's. Sugg. Retail $39.95

### MERRY GO-ROUND

5629TF5400—Three "Rempel Thorobreds"—Palomino, Chestnut, and Pinto. Same size as Speedy (above). Colorful blanket and saddle assembly. Mounted on strong tubular frame—rotating metal safety disc mounted on steel ball-bearings. Plastic capped metal hand "Pul-A-Round" for easy whirling. Canteen and lariat molded into body. Plastic floor protectors on base and legs. Size 54" Diam., 29" High. Ship. wt. 65 lbs. F.O.B. Ohio Factory.

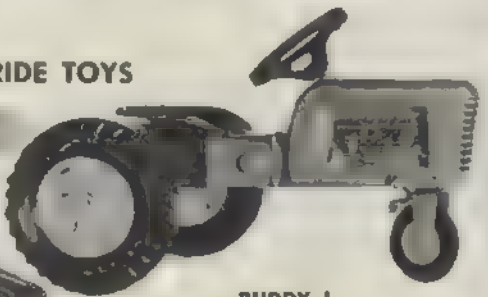
Mfr's. Sugg. Retail $90.00

## SIT AND RIDE TOYS

### RIDE-ER WRECKER TRUCK

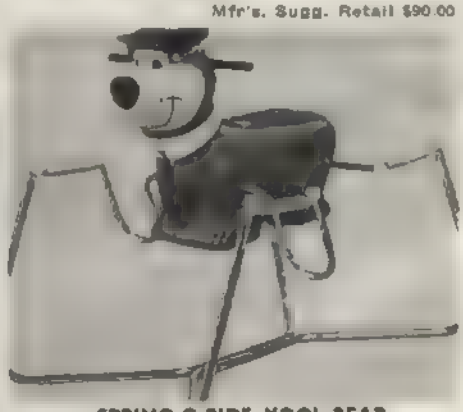
5543T487—Structo Wrecker Truck has massive wrecker boom. Crank-operated winch winds tow line in or out. Steering wheel actually steers. Slide-in seat and boom can be removed from regular hauling. Sturdy heavy-gauge steel construction. Bronze and white finish. L. 23⅞", W. 7½", H. 10⅞". Ship. wt. 9 lbs. Mailable.

Sugg. Retail $7.00



### BUDDY L GIANT FARM TRACTOR

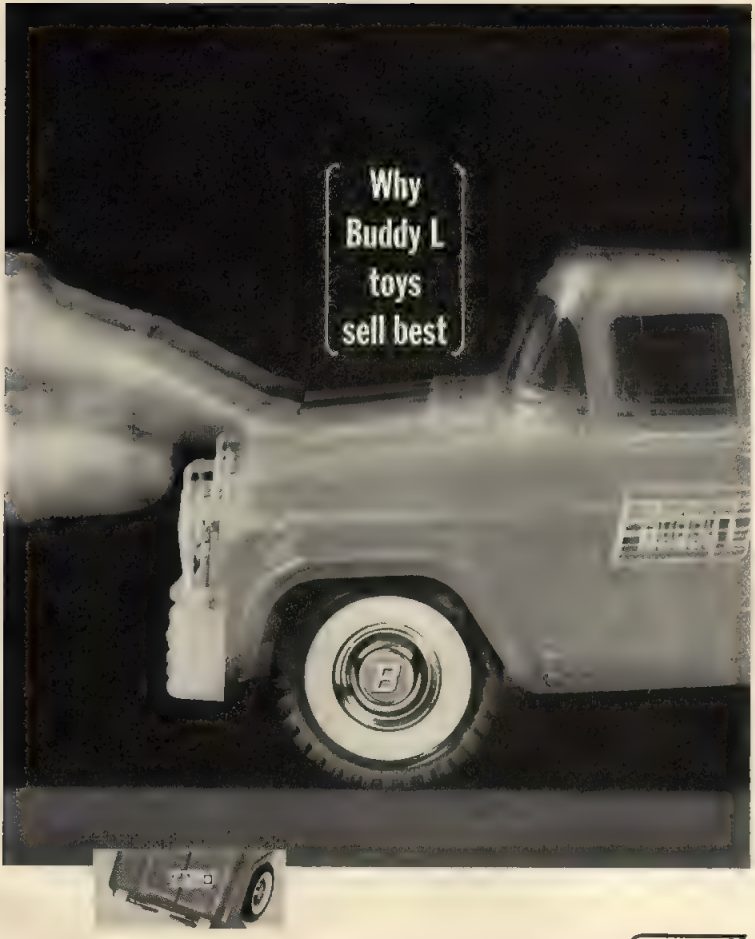
5804T863—Giant Polysteel Farm Tractor. Improved, bigger poly Sit-n-Ride Tractor offers hours of fun to the young farmer. Authentically detailed with 11" poly-pneumatic "Non-Mar" tires, realistic steel bucket seat, trailer hitch, auto steering. Easy to assemble. Length 28", width 17¼", height 18". Ship. wt. 11 lbs. Mailable. Ages 1½ to 6. Mfr's. Sugg. Retail $12.95



### SPRING-O-RIDE YOGI BEAR

5805T1197—Hop'n bounce on lovable Yogi Giant sculptured poly Yogi Bear spring suspended on sturdy tubular plated steel frame. Safe controlled spring action riding fun. Easy to assemble. Length 36", width 19¾", height 25½". Ship. wt. 13 lbs. Mailable.

Mfr's. Sugg. Retail $17.95




Spring Suspens.on* is just one of the many reasons. "Try me — buy me" labels actually invite customers to test this exclusive feature for themselves — turn lookers into delighted buyers. It's all part of "The Unique Self-Sell of Buddy L" which makes Buddy L move over the counter faster, sell out sooner, bring in more profits for you. New "Non-Mar" Tires and Wheels, and Poly Grille Guard are other built-in, exclusive features which customers test for themselves. We invite you to visit our showrooms, inspect the great new Buddy L originals for '63, and see for yourself why the "L" in Buddy L stands for LEADER.

Patents pending **200 FIFTH AVENUE, NEW YORK 10, N. Y.**

Buddy L

EXCLUSIVE INTERNATIONAL SALES REPRESENTATION HENRY RAYS ORGANIZATION

HERE'S JUST ONE OF MANY REASONS WHY THE "L" IN BUDDY L STANDS FOR LEADER · HERE'S JUST ONE OF MANY REASONS WHY THE "L" IN BUDDY L STANDS FOR LEADER · HERE'S JUST ONE OF MANY REASONS WHY THE "L" IN BUDDY L STANDS FOR LEADER · HERE'S JUST ONE OF MANY REASONS WHY THE "L" IN BUDDY L STANDS FOR LEADER · HERE'S JUST ONE OF MANY REA-
SONS WHY THE "L" IN BUDDY L STANDS FOR LEA-
DER · HERE'S JUST ONE OF MANY REASONS WHY
THE "L" IN · HERE'S
JUST ON HE "L" IN
BUDDY L · S JUST
ONE OF M BU
· ON OF
FO · HERE'S JUS MANY REA-
SONS WHY THE "L" IN BUDDY L STANDS FOR LEA-
DER · **HERE'S JUST ONE OF MANY REASONS WHY THE "L" IN BUDDY L STANDS FOR LEADER**

Leadership is earned by consistent originality. Year after year, Buddy L comes up with the "hot" new originals! Just one of the stand-out '62 originals was the No. 5463 Horse Van with 3 Horses—a sales-winner over the counter due to the "Unique Self-Sell of Buddy L," an award-winner in Popular Mechanics Magazine's "Toy of the Year" competition. Make sure you visit our showrooms at Toy Fair and see the great, new Buddy L originals for '63. See for yourself why the "L" in Buddy L stands for LEADER!

***200 Fifth Avenue, Suite 540, New York 10, New York***

Buddy L

INTERNATIONAL SALES REPRESENTATION
THE HENRY KATZ ORGANIZATION

HERE'S JUST ONE OF MANY REASONS WHY THE "L" IN BUDDY L STANDS FOR LEADER · HERE'S JUST ONE OF MANY REASONS WHY THE "L" IN BUDDY L STANDS FOR LEADER · HERE'S JUST ONE OF MANY REASONS WHY THE "L" IN BUDDY L STANDS FOR LEADER · HERE'S JUST ONE OF MANY REASONS WHY THE "L" IN BUDDY L STANDS FOR LEADER · HERE'S JUST ONE OF MANY REA-SONS WHY THE "L" IN BUDDY L STANDS FOR LEA-DER · HERE'S JUST ONE OF MANY REASONS WHY THE "L" IN

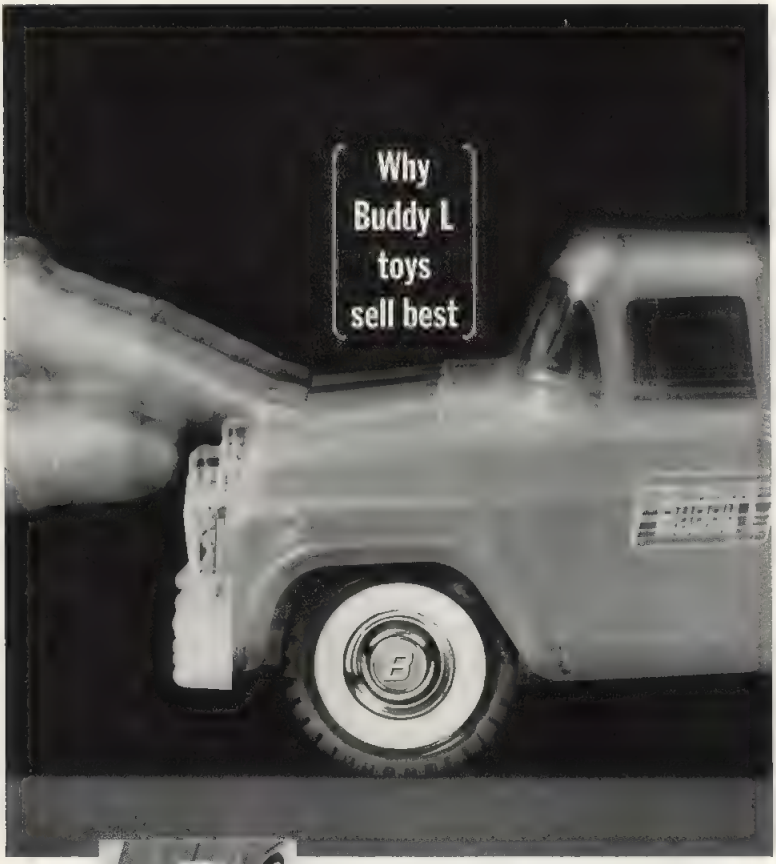
FOR LEADER · HERE'S JUST ONE OF MANY REA-SONS WHY THE "L" IN BUDDY L STANDS FOR LEA-DER · **HERE'S JUST ONE OF MANY REASONS WHY THE "L" IN BUDDY L STANDS FOR LEADER**

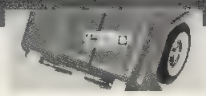
Leadership is earned by consistent originality. Year after year, Buddy L comes up with the "hot" new originals! Just one of the stand-out '62 originals was the No. 5463 Horse Van with 3 Horses—a sales-winner over the counter due to the "Unique Self-Sell of Buddy L," an award-winner in Popular Mechanics Magazine's "Toy of the Year" competition. Make sure you visit our showrooms at Toy Fair and see the great, new Buddy L originals for '63. See for yourself why the "L" in Buddy L stands for LEADER!

***200 Fifth Avenue, Suite 540, New York 10, New York***

Buddy L

INTERNATIONAL SALES REPRESENTATION
THE HENRY KATZ ORGANIZATION



# Spring Suspension*...

and Buddy L's other built-in exclusive features! Realistic Spring Suspension knee-action wheels (prominently labeled) invite consumer participation. Proven "counter action" that turns lookers into buyers, merchandise into dollars. Poly Grille Guard furniture-safe bumpers are another Buddy L exclusive; double coat baked-on enamel finish still another. Yes, the sell of Buddy L is wrapped up in the product itself. Place your orders and re-orders now... and find out for yourself why Buddy L is the fastest make you'll ever move! *Patents pending

Buddy L

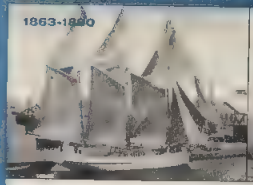
EXCLUSIVE INTERMET SMALL SALES REPRESENTATION

200 FIFTH AVENUE, NEW YORK 10, N. Y.

100 ANNIVERSARY 1863 · · · 1963

# BURGER...100 years of tradition as a pioneer in the art of building fine yachts

1963 marks the 100th year of the Burger family's dedication to building the most worthy boats afloat . . . boats that will reflect with honor upon our name. We've pioneered many firsts in yachting . . steel . . flush deck cruisers . . aluminum. But we realize that without the support and approval of dedicated yachtsmen . . . we never could have reached this goal. As we reminisce over an eventful century . . . our deepest thanks to all who helped and encouraged us.

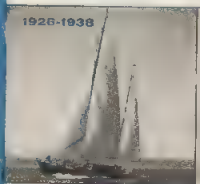



The 77 ton Schooner LIZZIE METZNER launched in 1888 is a fine example of the boats built by the original Henry B. Burger during this period.

The first cruiser built by Burger was the VERNON JR., an 80 footer in wood.

The beautiful 77' 6" schooner sailing yacht RANGER was launched just before the Yard went into production of submarine chasers for the Navy during World War I.

Large, luxurious cruisers were the vogue during this period. Shown here is the 113' wood cruiser, TANNIS.

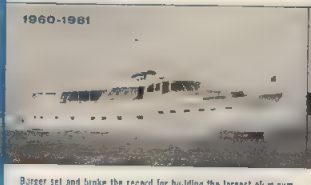



This was the period when Burger pioneered the all welded steel built . . . completing a 48 footer in 1926. The first steel pleasure yacht was the TAMARIS (above) an 81' auxiliary.

The first flush deck cruiser ever built in this country was the PILGRIM, launched just before the War. This radical style" has now been accepted by all major builders.

Burger developed the all welded aluminum hull in 1954 . . . completing an experimental 36 model in 1957. DYNA (above) and ARIA the first and largest (57.5') aluminum award ladies ever built in the U.S. were launched.

Here is SEA STAR, a 90 steel auxiliary ketch that was one of three 90 foot plus yachts built in this period. She was preceded by the 97' 6" steel auxiliary, CURLEW III . . . and the 98' SEVEN SEAS.




Burger set and broke the record for building the largest aluminum cruiser three times in a year. First, JIGMIL IV, a 72' cruiser . . . then the 75' SOUTH SEAS . . . and the current record holder, the 83' custom cruiser shown here.

Burger continues to lead in steel as exemplified by the recently launched 92' GALLANT LADY (left), a sister ship is now under construction at the Yard. Burger continues to pioneer in aluminum. The Burger 63 in aluminum (right) is one of the most popular yachts ever built. But she'll get competition from the new Burger 57's and 68's in aluminum in 1963.

BURGER

FIRST IN STEEL — FIRST IN ALUMINUM

Open to the Public with Superb New Facilities...

# HURRICANE HOLE

MARINA

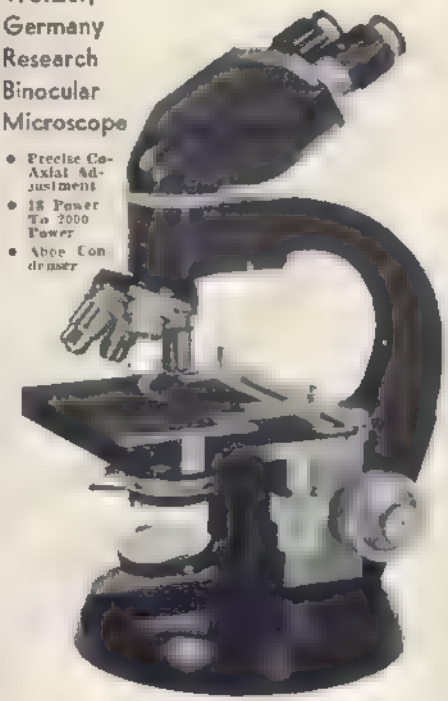
Paradise Island, Nassau in the Bahamas

- complete mooring facilities in the midst of the world's newest luxury island resort.
- 10-foot draft at mean low tide; dockage for 45 vessels—at 15¢ a foot.
- unique, protected location outside the main stream of tidal current offers exceptionally easy docking
- utilities include electricity, gasoline, water, ice, showers.
- half mile from famous Paradise Beach.
- spectacular surroundings—with tropical gardens and lake.
- use of Paradise Island's famed tennis facilities—with Pancho Gonzalez as pro; 18 hole Arawak golf course—Gary Player as pro.
- complete facilities of famed Ocean Club available to Marina guests.
- adjacent to Ferry Dock—only 5 minutes by 24-hour ferry and water taxi service between Marina and Terminal on Nassau shore.

Paradise Island NASSAU IN THE BAHAMAS

## Wetzler, Germany Research Binocular Microscope

- Precise Co-Axial Adjustment
- 18 Power To 2000 Power
- Abbe Condenser



- 4 Achromatic Objectives
- 4 Paired Oculars
- Mechanical Stage
- Monocular Tube Included

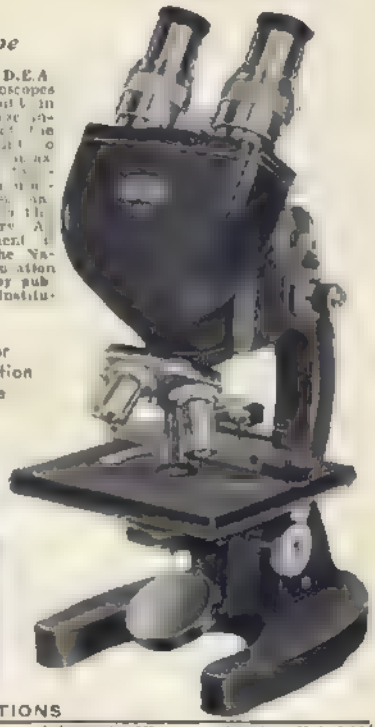
3184/3V31830—This microscope is a product of German craftsmanship. 18 powers from 8X to 2000X. Co-Axial coarse and fine adjustment. Ball Bearing fine adjustment mechanism. The binocular head has provision for interpupillary adjustment. Large 120mm square built-in mechanical stage has graduation and vernier scale. Two low gear drives control the stage. N.A. 1.25 two lens divisible condenser illuminates full field of all objectives—with iris diaphragm and swivelling filter holder. Inclined binocular head rotates a full 360°, permitting group-viewing. Microscope has fine 50mm plano-concave mirror. Complete with fitted wooden carrying and storage case and mirror.

3184/3V31830—3 or more. Retail $525.00

## Research Binocular Microscopes 20 Power To 2000 Power

Built-In Illumination Model

Mirror Illumination Mode



## Lumiscope

Approved Under N.D.E.A. Lumiscope microscopes are precision built in every respect. These instruments are of the highest quality built to exacting standards and are unsurpassed for performance. They are manufactured by leading specialists in the microscopic industry. A Lumiscope equipment is available under the National Defense Education Act for purchase by public educational institutions.

### OPTICAL COMBINATIONS

| | | Field Vie | Number | |
|---|---|---|---|---|
| OCULARS | Huygens 5X | " | " | 13.0 |
| | Huygens 10X | " | " | 13.0 |
| | Periplan 15X | " | " | 11.3 |
| | Compensation 20X | " | " | 9.7 |

| | | Aperture N.A. | |
|---|---|---|---|
| OBJECTIVES | Achromatic 4X | | 0.10 |
| | Achromatic 10X | | 0.25 |
| | Achromatic 40X | | 0.65 |
| | Oil Immersion 100X | " " | 1.25 |

- Interchangeable Monocular Tube
- Graduated Mechanical Stage
- Abbe Condenser
- Iris Diaphragm
- Eight Paired Eyepieces
- Four Achromatically Corrected Objectives

Lumiscope Professional Research Microscopes have been the standard for physicians and medical students. The instruments are ideal for Anatomy, Biology, Pathology, and Micro Biology. The instruments provide quick-image location, 30 degree inclined tube, 90 degree maximum inclination. The binocular models are supplied with interchangeable extendable straight monocular tube. Interpupillary adjustment, individual eye vision variance compensation, rack and pin on coarse adjustment, fine focusing with lever type gearing, 130 mm X 130 mm stage with built-in graduated mechanical stage, substage condenser is Abbe-bright field N.A. 1.4 with iris diaphragm; blue filter and stage clips. Deluxe hardwood cabinet.

**Built-In Illumination Binocular Model**

2862/3V32875—All the features mentioned above plus sub-stage illuminator.

2862/3V31300—3 or more. Retail $350.00

**Mirror Illumination Binocular Model**

2861/3V31800—Deluxe feature-loaded binocular microscope. Plane and Concave mirror.

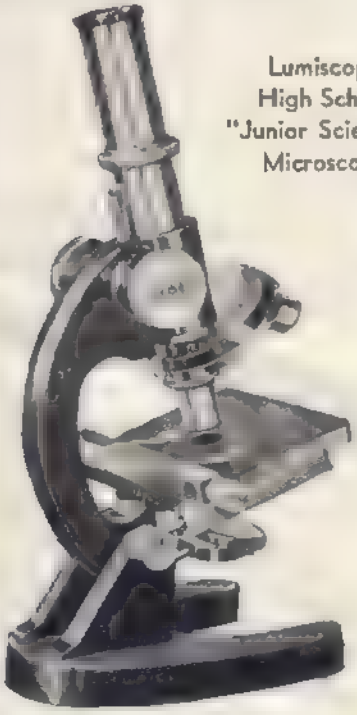
2861/3V29700—3 or more. Retail $520.00

**Mirror Illumination Monocular Model**

2863/3V14300—Deluxe microscope as above with single monocular tube.

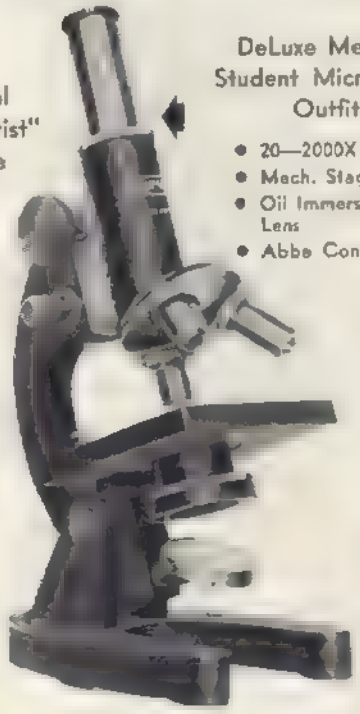
2863/3V13840—3 or more. Retail $264.00

## Lumiscope High School "Junior Scientist" Microscope



## DeLuxe Medical Student Microscope Outfit

- 20—2000X
- Mech. Stage
- Oil Immersion Lens
- Abbe Condenser



## Bushnell "507" Binocular Medical Microscope

- 20 Power to 2000 Power
- Quadruple Objective Turret
- Abbe Condenser

**Bushnell "507" Binocular Microscope**

A deluxe precision made microscope in every respect. The instrument features matched [illegible] full complement of adjustments and staging. Large [illegible] graduated mechanical stage and longer fine focusing travel. A monocular tube is included for additional [illegible] Complete with fitted hardwood carrying case and storage case with lock and keys.

**Lumiscope "Jr. Scientist" Triple Turret**

- 600X Magnification
- Fine Adjustment
- Mechanical Stage
- 3 Turret Model

2868/3V2938—Included are 5X, 10X and 15X eyepieces and 5X, 10X and 40X achromatic objectives. 3 magnification powers, coarse adjustment, fine focusing [illegible] stage plate and condenser. Triple turret. Complete with case. Made in Japan.

2868/3V2938—3 or more. Retail $47.00

**Lumiscope Deluxe Medical Student Microscope Outfit**

- Plane and Concave Mirror
- Triple Turret
- Achromatic Objectives
- Huygenian Oculars

2860/3V11875—Powers ranging from 20X to 2000X. Objectives are 4X, 10X, 40X and 100X all achromatic. Oculars are 5X, 10X and 20X. Features include graduated mechanical stage and a 100X oil immersion lens. Abbe condenser, NA 1.3. Deluxe wood cabinet. Made in Japan.

2860/3V11875—3 or more. Retail $193.50

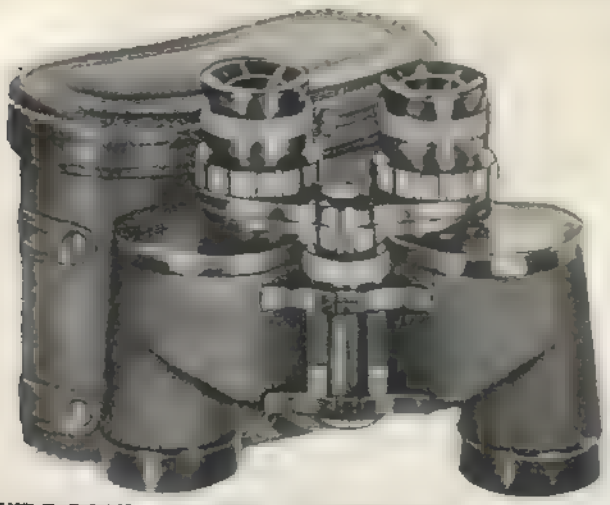
**Bushnell "507" Binocular Medical Microscope**

- Mech. Stage
- Sub-Stage Iris Diaphragm
- Fine Focusing
- Rotates 360
- Oil Immersion Lens
- Filter Holder

3185/3V41446—Turret has a 4X, 10X, 40X and 100X oil immersion lens. Paired oculars are 5X, 10X Wide Angle, 15X Periplan and 20X deluxe. 5 steps powers from 20 to 2000X. Head rotates full 360. Mechanical stage [illegible] objective with graduated stage. Substage iris diaphragm. Monocular tube. Hardwood cabinet. Made in Japan.

3185/3V39374—3 or more. Retail $491.35

# Binoculars Riffelscopes and Telephoto Units



## "ZOOM" 8X-16X AMERICAN STYLE 35MM

2905V4800—An excellent viewing instrument with added versatility. This precision built binocular offers powers from 8X to 16X. Powers are easily changed by turning a separate wheel on the eye-pieces. Fast, accurate adjustment. This zoom has center focusing plus individual right eye adjustment for sharp focus at all powers. Fully coated achromatic optics. Famous American style one piece construction. Strap is chrome plated. Built-in tripod socket. Complete with protective carrying case and straps. Precision made in Japan. Taxable

Retail Less Than $80.00

## "ZOOM" 7X-12X GERMAN STYLE 40MM

2906V4000—Equipped with large 40MM objective lenses for added light transmission. Both optics Zoom together providing true zooming from 7X to 12X. Extra bright and convenient for a multi-use binocular at one compact precision instrument. The glass is center focusing with individual right eye adjustment for precise perspective observation at any magnification. The binoculars is shipped complete with carrying case, case straps and binocular strap. Precision made in Japan. Taxable

Retail Less Than $65.00

## QUALITY RIFLESCOPES

### 4 POWER—32MM RIFLESCOPE

2998V1797—A precision made rifle scope. Increased accuracy in the field or on the range. Assures accuracy and satisfaction at every shooting occasion. Rugged aluminum lightweight construction. 11½" overall length. Tube diameter 1". Eye relief 3". Wt. 10 oz. Needle-sharp cross hairs. Windage and elevation adjustments. Nitrogen gas filled prevents fogging. Coated optics. Complete with leather end caps. Precision made in Japan.

Retail Less Than $30.00

### 4X 15MM RIFLESCOPE FOR .22 CAL RIFLES

3002V600—An outstanding quality riflescope for .22 caliber rifles with grooved receivers. No tapping or drilling; attached mount slips on rifle, locks tight and secure. Sharp clear images bring the target to the user. Nitrogen gas filled. Approximately 3" eye relief. Cross hair reticle to provide easy sighting. Protective caps for windage and elevation adjustment knobs. Length 7½". Made in Japan.

Retail Less Than $11.50

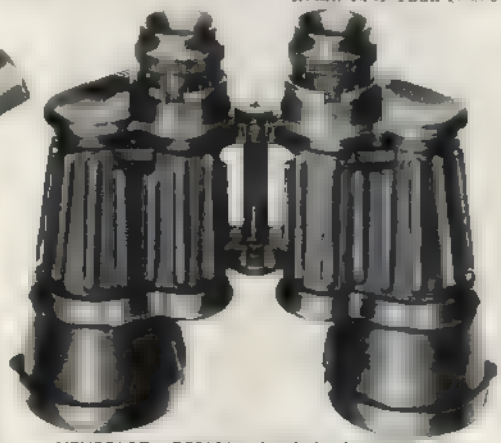
### 4 POWER—9 POWER 40MM VARIABLE RIFLESCOPE

3131V2997—A deluxe variable power riflescope. Powers 4X, 5X, 6X, 7X, 8X and 9X. Large 40MM objective lens for maximum brilliance. Nitrogen gas filled. Overall length 13". Tube diameter 1". Eye relief 3½". Wt 14¾ oz. Needle-sharp cross hairs. Windage and elevation adjustments. Rugged aluminum lightweight construction. Coated optics. Complete with leather end caps. Precision Japanese construction.

Retail Less Than $50.00

3999V2685—Similar in construction to the above but with powers from 4X to 8X and a 32MM objective lens. Nitrogen gas filled, leather end caps. Made in Japan.

Retail Less Than $44.95



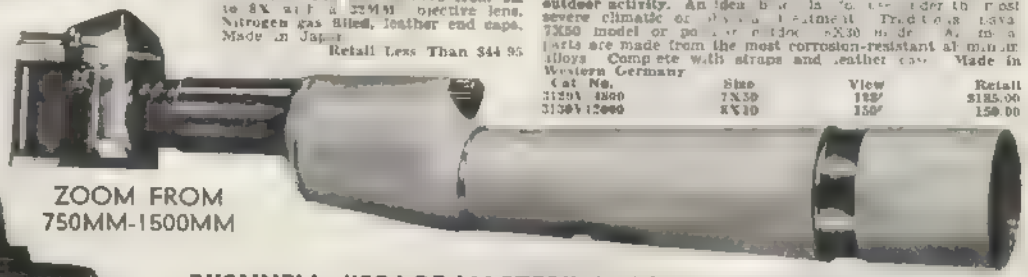
### HENSOLDT—GERMAN SPECIAL BINOCULARS WITH ALL-OVER RUBBER ARMOUR

● 7X50 ● 8X30

These fine Hensoldt individual focus binoculars with all-over rubber armour have been developed for sea and land service. Made in all kinds of weather and waterproof. Recommended for service in ships, yachts, canoes for hunting, forestry, mountaineering or any other rigorous outdoor activity. An ideal binocular for the most severe climatic conditions. Tradition says 7X50 model or powerful wide 8X30 model. All metal parts are made from the most corrosion-resistant aluminum alloys. Complete with straps and leather case. Made in Western Germany.

| Cat No. | Size | View | Retail |
|---|---|---|---|
| 3129V4860 | 7X50 | 122' | $185.00 |
| 3130V12000 | 8X30 | 150' | 150.00 |

# Bushnell

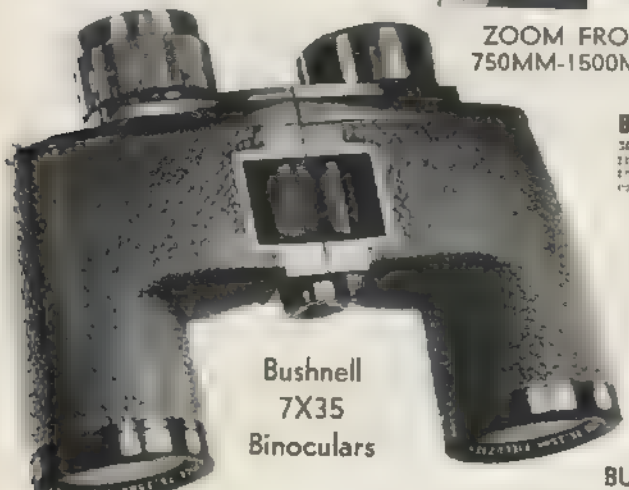


ZOOM FROM 750MM-1500MM

## BUSHNELL "SPACE-MASTER" WITH 35MM REFLEX ADAPTER

3002V9160—This prism telescope system affords outstanding telephotography. 15X eyepiece lens zooms from 750 to 1500mm. Magnification positions engraved by F value and focal length for accurate exposure and shutter settings. Finger-tip focusing. May be used with most 35mm single lens reflex cameras. Specify camera name and model number. Complete with 15X eyepiece and camera adapter.

Retail $114.50



Bushnell 7X35 Binoculars

RETRACTABLE EYE CUPS

BUILT-IN TRIPOD ADAPTER

## BUSHNELL TELEVAR TELEPHOTO UNIT

### BUILT-IN ULTRAVIOLET FILTERS

2609V7168—A striking advanced sculptured design . . . famous Bushnell quality popular 7 X 35 size . . . all contributing factors to the story of these superb binoculars. Retractable eyecups of non-marring nylon permits viewer wearing eyeglasses the full advantage of the 404' field of view. Ultraviolet filter assures eye protection against glare. Center focus plus right ocular lens adjustment. Complete with case and straps. Made in Japan.

Retail $89.50

### ZOOMS FROM 350MM-650MM

3003V4700—A precision ground zoom camera lens for all single lens reflex cameras affording fine telephotography. Variable focal range zoom from 350mm to 650mm. F values range from F 8 to F 22. Designed for cameras with 42mm interchangeable mounts and 52mm filters. Specify camera name and model number. Retail $89.50

3004V7900—Similar to the above but designed for cameras with interchangeable lens or behind-the-lens shutters. Converts camera with 90mm lens to 500mm, F 8. 80mm lens to 500mm F 11. Specify camera name and model number. Retail $49.50

# Contemporary decorator styling

Form-Fit chairs Move gently to fit your back

Room-brightening pastel colors

Ⓐ Form fit rocker **11.69**

2 side chairs **13.55**

2 arm chairs **16.90**

**FORM-FIT CHAIRS.** Change shape to "form-fit" yours . . . back and seat move gently as you relax. Polypropylene plastic won't break, chip or peel yet it's flexible, firmly resilient, lightweight. Sturdy steel leg construction will support 300-lb. man. Easy to assemble. Specify color: White, Turquoise or Sandalwood.

**Set of 2 Armchairs.**
88 B 3300R—Wt 16 lbs. 16.90
**Set of 4 Armchairs.**
88 B 3301R—Wt 32 lbs. 30.90

**Set of 2 Side Chairs.**
88 B 3302R Wt 16 lbs. 13.55
**Set of 4 Side Chairs.**
88 B 3303R Wt 32 lbs. 24.60

NO MONEY DOWN USE OUR AMERICAN CREDIT SYSTEM

Ⓑ Arm chair rocker **13.69**

**FORM-FIT ROCKERS.** Gently flexing seat provides soothing relaxation as you rock comfortably on bassweed hardwood rockers with sturdy steel legs. Fade and stain resistant polypropylene seat with permanently molded in colors. Light to handle yet durable and virtually indestructible. Specify color: White, Turquoise or Sandalwood.

Ⓐ **ROCKING CHAIR.** Shpg wt 10 lbs.
88 B 3305R 11.69

Ⓑ **ROCKING ARM CHAIR.** Wt 10 lbs.
88 B 3304R 13.69

Ⓒ **SET OF 2 HOST CHAIRS.** Scientifically molded of extra heavy Fiberglas for true comfort and proper seating posture. Never lose shape even under rugged everyday use. Colorfast chip resistant fire resistant weatherproof. Self-leveling floor glides automatically compensate for uneven floors, assure level seating. Chairs wipe clean with damp cloth. 18 ½" seat. 31½" high overall. Specify base finish: Bronzetone or Black and Chrome. Specify color: White, Shrimp, Beige, Turquoise. 28 lbs. FOB Ill.
88 B 3451F—Pair. No money down 28.95
As above, with swivel. Wt. 30 lbs. FOB Ill.
88 B 3452F—Pair. No money down 31.95

Ⓒ Set of 2 host chairs **28.95**

Ⓓ Set of 2 side chairs **18.95**

Ⓔ Set of 2 stacking chairs **26.95**

Ⓓ **SIDE CHAIRS.** All purpose woven textured Fiberglas side chairs make handsome addition to your home, provide proper seating posture, true comfort. Self-leveling floor glides. Colorfast chip and fire resistant, weatherproof. Wipe clean. 18¼" seat, 31½" high overall. Specify base finish: Bronzetone or Black and Chrome. Specify color: White, Shrimp, Beige, Turquoise. FOB Ill.
88 B 3455F—Set/2 Shpg wt 22 lbs. 18.95
88 B 3453F Set/4 Shpg wt 44 lbs. 35.95
As above, with swivel. Specify colors. FOB Ill.
88 B 3456F Set/2 Shpg wt. 25 lbs. 21.95
88 B 3454F—Set/4 Shpg wt 50 lbs. 39.95

Ⓔ **STACKING CHAIRS.** Stack 10 chairs in the space of one! Legs lock together when set up side by side. Extra-heavy Fiberglas shells, posture and comfort-molded. Self leveling glides. Other features and size as D above. Chrome base. Specify Charcoal, White, Beige, Turquoise, Yellow or Shrimp. FOB Illinois.
88 B 3458F—Set/2 Shpg. wt. 20 lbs. 26.95
88 B 3457F—Set/4, Shpg wt 40 lbs 49.95

Order Blanks, Page 354

# Sawyer's STEREO VIEW-MASTER®

A 3-Reel Packet (21 Scenes) $1.25

B "Show and Tell" Packet

C Standard Viewer With 1 Reel $1.54

Standard Viewer With 4 Reels $2.79

Standard Viewer With 7 Reels, Gift Packaged $3.77

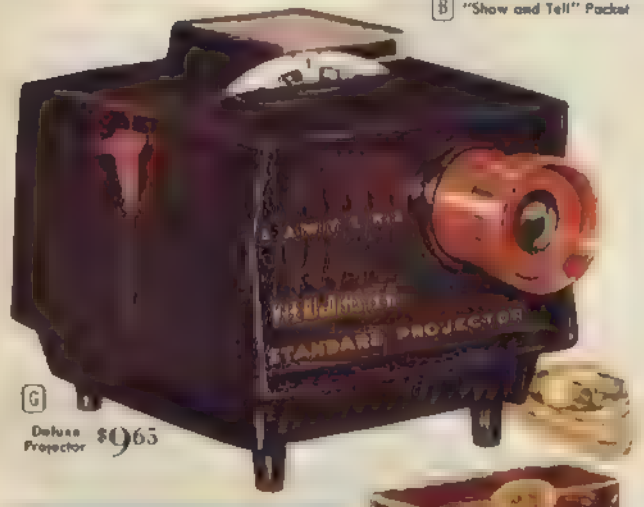
D

E Lighted Viewer With 1 Reel $3.54

Lighted Viewer With 4 Reels $4.79

Lighted Viewer With 7 Reels Gift Packaged $5.77

F




G Deluxe Projector $9.63

J Screen $2.98

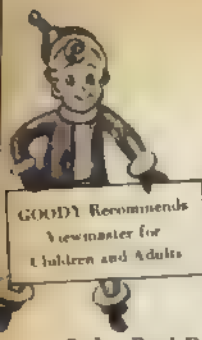
## Walt Disney Cartoon Theater With 140 Color Pictures

H Projector, Stage and 10 Reels $8.89

ALL WARDS 331

# "Greatest Stereo Show On Earth"

## VIEW-MASTER STEREO PICTURES "COME TO LIFE" . . ENTERTAINING AND EDUCATIONAL




**Solve your gift problems with Viewmaster** . . no matter what the age bracket. Children as young as 3 years can operate Viewers with ease. They love the Children's Favorites and Christmas Reels. Older children and adults enjoy Vacation Spots, Nature Studies and the many other educational subjects that are available.

Camera fans particularly, appreciate the excellent composition and superb photography. Colors are exquisite, enhanced by the true-to-life realism that only 3rd dimension can achieve . . you actually feel that "you are there" when you view these beautiful slides. Seven scenes appear on each reel. Collecting Viewmaster reels often becomes a life-long hobby.

**More than 500 subjects are available;** many new subjects are released every year . . . 23 new titles below. Over 60 other titles are also listed. For Stereo viewing, order Viewer (C) or lighted Viewer (E). For group viewing without Stereo effect, pictures can be projected on a screen (J) with electrically operated Projectors (G) or (H).

### Order Reel Packets from 177 View-Master Titles $1.25

(A) **Each View Master Title Below is One Packet of 3 Reels (21 Full Color Stereo Scenes).** Titles marked with (*) include an interesting printed story.

67 TP 3812 One Title (3 Reels). *State Title Wanted. Postpaid.* . Each Title $1.25

### Twenty-three New Releases for Christmas 1962

- America's Man In Space*
- Bangkok
- Blue Ridge Parkway
- Boston
- Burma
- Bullwinkle
- 1, 2, 3 Farm
- Cape Cod and Plymouth
- Disney's Lady and The Tramp
- F.B.I. Agent
- Famous Paintings, Louvre, Paris*
- Famous Sculpture, Louvre, Paris*
- Hearst Castle
- Island of Bali
- Mt. Rushmore
- Popeye
- The Flintstones*
- The Philippines
- Topcat
- Toronto
- Turkey
- Virgin Islands, U.S.A.
- Wonders of the World

**Children's Favorites**

*101 Dalmatians
*ABC Circus
*Alice in Wonderland
*Babes In Toyland
*Bambi
Bugs Bunny
*Captain Kangaroo
*Casper the Friendly Ghost
*Cinderella
Disneyland Packets
Adventureland
Fantasyland
Frontierland
Main Street U.S.A.
Tomorrowland
*Donald Duck
Gulliver's Travels
*Heidi
*Huckleberry Hound, Yogi
*Jack and the Beanstalk
*Lassie and Timmy
*Little Red Riding Hood
*Lone Ranger
Mickey Mouse
*Mighty Mouse
*Moon Rockets Missiles
*Mother Goose Rhymes
*Peter Pan
*Prehistoric Animals
*Quick-Draw McGraw
Rin Tin Tin
*Roy Rogers Round-up
*Secrets From Space
*Sleeping Beauty
*Snow White and 7 Dwarfs

**Children's Favorites(Con't.)**

*Tom and Jerry
*Wizard of Oz
*Woody Woodpecker
*Zorro
*20 000LeaguesUnderSea

**Vacation Spots**

Banff Canadian Rockies
Black Hills, Badlands
Carlsbad Caverns Park
Cypress Gardens
Eskimos of Alaska
Grand Canyon
Grand Teton Nat'l. Park
Great Smoky Nat'l. Park
Honolulu and Waikiki
Hula Dancers (Hawaii)
*Knott's Berry Farm
Lookout Mountain Tenn.
Mammoth Cave Park
*Marineland of the Pacific
Niagara Falls Scenic
Rockefeller Center
Rocky Mt. Nat'l. Park
Shenandoah Nat'l. Park
Silver Springs
United Nations
Water Ski Show, Florida
Wisconsin Dells
Yellowstone Nat'l. Park
Yosemite Nat'l. Park

**The Fifty United States**

*Write Name of State you Want.* Packet contains 3 Reels of each State. *State Which One Desired.*

**Nature Studies**

Children's Zoo
*Marine Studios, Florida
*Parrot Jungle
*Strange Animals of World
*Wild Animals of Africa
*Wild Animals of World
*Wild Birds
*Wonders of the Deep

**Christmas Stories**

*Birth of Jesus
*Christmas Carol
Christmas Story
*Littlest Angel
*Rudolph Shines Again
*Night Before Christmas

**American Cities**

Chicago Illinois
Los Angeles and Hollywood Cal.
Miami Florida
New York City N.Y.
San Francisco Cal.
Washington, D.C.

**World Travel**

| | |
|---|---|
| *Egypt | *Japan |
| London | Paris |
| Portugal | Rome |

*See 13 Additional Titles listed under "Show and Tell" Packet (B) below*

### "Show and Tell" Packets with Bonus Features $1.25

(B) **Unique Educational Series** has many valuable features of interest to students or adults. In addition to 3 Reels (21 pictures in Stereo), you get a genuine coin, a mint postage stamp of the country and a color picture of its flag. Printed on inside of Packet you will also find an historical sketch, words and music of the National anthem, and a map showing principal cities, waterways and vital statistics such as size, population, government, etc. Now you can enjoy "on-the-spot" Travelogues without spending hours on research.

Choose from fifteen Titles: Belgium . . . Canada . . . England . . . France . . Germany . . . Hong Kong . . . India . . . Italy . . . Mexico . . . Modern Israel . . Spain . . . Sweden . . . Switzerland . . . U.S.A. . . . and Vatican City.

67 TP 3809—1 Packet (3 Reels). *Postpaid. State Titles Wanted.* . . . . Each $1.25

### View-Master Stereo Hand Viewers $1.54 to $5.77

(C) **Standard Viewer.** Made of rugged, high-impact plastic. Simply insert picture reel in slot as pictured, hold Viewer toward light source, and enjoy colorful 3rd dimension Stereo. Fingertip lever advances reel to next picture.

67 T 3806—Viewer with one special 7-Scene Reel. Ship. wt. 10 oz. . . . . $1.54

**Standard Viewer With 4 Reels.** Viewer (C), one special reel, plus your choice of one 3-Reel Packet (21 Scenes) from (A) or (B) at left.

67 T 3810—*State one packet Title from* (A) *or* (B). Ship. wt. 12 oz. . . . $2.79

(D) **Standard Viewer With 7 Reels** Viewer (C) plus 7 reels (49 scenes) Includes 3 reels on Yogi Bear and Huckleberry Hound, 3 reels on Quick Draw McGraw, and one reel on Chilly Willy. In gift package.

67 T 3807—Viewer with 7 Reels. Ship. wt. 1 lb. 9 oz. . . . . $3.77

(E) **Lighted Viewer.** Same fine construction as (C) above. No need to hold Viewer up to light. Two batteries (order separately below) provide built-in lighting. Simply press down gently on top of Viewer to turn on light and enjoy extra brilliance and convenience. Transformer (order below) converts viewer to 110-120 volt AC.

67 T 3834—Viewer with One Special 7-Scene Reel. Ship. wt. 1 lb. 2 oz. . $3.54

**Lighted Viewer With 4 Reels.** Viewer (E), one special reel, plus your choice of one 3-Reel Packet selected from (A) or (B) at left.

67 T 3803—*State one packet Title from* (A) *or* (B). Ship. wt. 1 lb. 4 oz. . . . $4.79

(F) **Lighted Viewer With 7 Reels** Viewer (E) above with 7 reels (49 scenes) Includes 3 reels on Yogi Bear and Huckleberry Hound, 3 reels on Quick Draw McGraw, and one reel on Chilly Willy. In gift package.

67 T 3808—Lighted Viewer with 7 Reels. Ship. wt. 3 lbs. . . . . $5.77

67 T 3802—TRANSFORMER for converting Viewers (E) and (F) to electric operation on 110-120 Volt AC. Ship. wt. 6 oz. . . . . $2.79

67 W 3229—BATTERIES for (E) and (F). Ship. wt. 6 oz. . . . . 2 for 45c

### View-Master Electric Table-Top Projector $9.65

(G) **Project View-Master Reels on a Screen,** just like regular slides or movies, *without Stereo effect* . . . let the whole family share in the fun. You'll be delighted with the color, sharpness and detail of these pictures. Rugged plastic construction. UL listed. 30-watt projection bulb included. Order Screen (J) separately. Case sold separately below.

67 T 3846—For 110-120-V AC-DC. Ship. wt. 4 lbs. 8 oz. . . . . $9.65

67 T 3163—REPLACEMENT BULB for Projectors (G) and (H). Ship. wt. 2 oz. . . . 99c

### New Walt Disney Theater With 140 Pictures $8.89

(H) **Your children will enjoy many happy hours** with this well made projector and huge assortment of pictures. Includes 10 Reels with 14 different scenes on each reel. Selection includes two Mickey Mouse Reels and one each of Donald Duck, Sleeping Beauty, Bambi, 101 Dalmatians, Peter Pan, Pinocchio, Pluto Pup, and Goofy. These reels are NOT Stereo, but you can also project Reels (A) and (B) at left, with this projector (without Stereo effect). Screen 8¾x10¾ in. is built into colorful, miniature stage. Projector is 110-120-V AC DC. UL listed.

67 T 3800—Complete with 30-watt bulb. Ship. wt. 5 lbs. . . . . $8.89

### Table-Top Screen With Silver Lenticular Fabric $2.98

(J) **Set on table or hang on wall.** Sturdy spring-wire easel supports screen . . rolls for compact storage. Washable; flame and mildew-resistant. Won't sag.

67 W 1007—Size 22x22 in. Ship. wt. 2 lbs. . . . . Only $2.98

FOR STILL OR MOVIE CAMERAS, PROJECTORS AND OTHER PHOTOGRAPHIC EQUIPMENT, SEE PGS. 80 THROUGH 87

*NEW!* **Holiday Special**

**7 Reels, Only $2.19**

**Special Gift Pack.** Each Pack includes 7 reels (49 different scenes) of each title listed below. Economical way to build up your library of View-master reels

- Disney Fairy Tales
- Disneyland
- Disney Cartoons
- Faraway Places
- Fairy Tales
- Huckleberry Hounds
- National Parks
- TV Adventures
- TV Characters
- U.S. Man In Space
- Vacation and Eastern U.S.A.
- Vacation and Western U.S.A.

*State Title Wanted.* Ship. wt. 4 oz. each pack.

67 T 3804—One Pack of 7 Reels. . . . . Only $2.19

330 WARDS ALL2

CHARGE IT!

See Pg. 227

**Library Viewer Case $1.99**

**Holds Viewer** (C) or (E) plus dozens of Reels, for convenient, dustproof storage. Rugged plastic construction. Beige and Brown. 8½x5x5¼ in.

67 T 3801—Ship. wt. 2 lbs. . . . $1.99

**Projector Case $3.79**

**For storing or transporting** (G) or (H) above. Luggage-type clasp fastens cover securely. Compartment for Reels and bulb.

67 T 3847—Ship. wt. 3 lbs. $3.79

INTRODUCING
CECIL AND BEANY

# WE ALL

1 $6.77

2 $8.99

3 $7.67

4 $7.67

9 Cecil and His Disguises $5.88

## *Children's Old and New TV FAVORITES*

**Toys 1 to 8 Talk When You Pull the Ring** to operate their voice mechanisms. Need no batteries—speak sentences at random.

1 **Here's Beany Boy by Mattel**—newest star of TV. He says 11 sentences like "Help, save me," and "I'm Beany Boy." So appealing in Beanycopter hat, shirt, corduroy overalls. Vinyl head, feet, hands, painted hair, stuffed body. Abt. 17½ in.
48 T 3851—Ship. wt. 3 lbs. . . **$6.77**

2 **Mattel's Cecil the Seastick Sea Serpent**—Beany's friend and protector against Dishonest John. He measures 18½ inches tall, has movable eyes, felt features, plush body. Pull the ring, he says "There goes a good kid," "Hey Beany Boy," others.
48 T 6585—Ship. wt. 4 lbs. 12 oz. **$8.99**

**Beany And Cecil Set**—(not shown). Non-talking 14½-in. Cecil with moving eyes, pliable body, and 15-in Beany Boy Doll. Ship. wt. 4 lbs
48 T 6584—Set . . . . . ■■■■

3 **Matty the Talking Boy**, host of Matty's Funnies. "I like you," "Let's play cowboy" he will say when you pull the ring. Wears T-shirt, shorts, attached shoes and bright red chenille hair. Stuffed body, break-resistant head, painted features. Abt 17 in.
48 T 3854—Ship. wt. 2 lbs. 4 oz. **$7.67**

4 **Sister Belle**—she says "Sing me a song," "I love you," 9 other phrases. Wears pinafore, attached shoes. Yellow yarn hair, cuddly body, break-resistant head. Abt. 17 in
48 T 3872—Ship. wt. 2 lbs. 9 oz. **$7.67**

5 **Donald Duck**, Walt Disney's mischief-making fuss-budget will talk and quack. Plush, cotton stuffed body, beret and sailor collar. About 18 in.
48 T 6587—Ship. wt. 2 lbs.... **$11.44**

6 **Pinocchio Can Jabber** just like a real boy. Here he is in gaily colored plush suit with felt jacket. Vinyl head, with his famous overgrown nose, cotton stuffed body. Abt. 18 in
48 T 6589—Ship. wt. 2 lbs. 8 oz. **$11.44**

7 **Ship Ahoy, It's Popeye the Sailor**—now he has famous strongman can talk just like an old salt. Vinyl hands, arms, wears nautical costume of sailor pants, turtleneck shirt. Abt. 21 in
48 T 6588—Ship. wt. 2 lbs... **$11.44**

8 **Bugs Bunny by Mattel**—sassy talking rabbit hands a carrot, his favorite dish. He says "What's Up Doc?" "I Love Carrots, Chomp, Chomp, Chomp," 7 other phrases. Cuddly cutup is cotton stuffed, has plush fur, vinyl face; vinyl hands. Abt. 26 in.
48 T 6586—Ship. wt. 2 lbs. 8 oz. **$9.99**

9 **This Cecil Can't Talk** but he can disguise himself as he puts on 15 different disguise pieces—includes a cape, hats, hula skirt, mustaches, a lion's mane and even a set of big white false teeth! Cecil is about 22 in. long, of softest plush with felt nostrils, moving eyes. Wired body can be shaped into many different positions.
48 T 6583—Wt. 2 lbs. . . . Set **$5.88**
48 T 6582—22-IN. CECIL ONLY. (No disguises). Ship. wt. 1 lb. 6 oz.... **$3.19**

10 **Bozo the Clown** in his dotted clown suit, comical oversize shoes. Vinyl head, cotton stuffed body. Abt. 18 in.
48 T 7468—Ship. wt. 1 lb. 4 oz. **$2.99**

11 **O-O-O-H It's Casper the Friendly Ghost** with felt features, bow tie. Kapok stuffed. About 15 in. tall.
48 T 7439—Ship. wt. 1 lb. 4 oz. **$4.44**

12 **Smokey Bear.** Felt trousers, plastic hat, shovel, badge. Foam rubber.
48 T 7408—Abt. 14 in. Wt. 1 lb. **$2.74**

13-16 **Favorite TV Characters** in miniature—only 10 in. tall. Plush; painted vinyl faces. Wt. 9 oz. each.
(13) 48 T 7304—Yogi Bear. . . . **$1.77**
(14) 48 T 7302—Huck Hound. . **1.77**
(15) 48 T 7305—Quick Draw. . . . **1.77**
(16) 48 T 7306—Bozo Clown. . . **1.77**
48 T 7307D—Any 2, State 2 *Characters Wanted*. Wt. 1 lb. 2 oz. . **$3.29**

17 **Adorable Knixies**—only 6 in. tall. Dino, Snuffles, Pixie and Dixie. Vinyl bodies, movable arms, heads.
48 T 7314—Set. of 4. Wt. 9 oz... **$2.67**

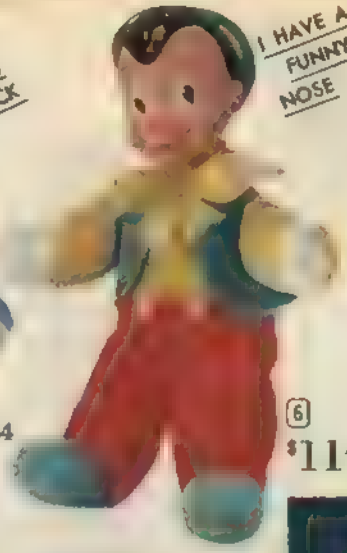


**Be Sure To Save This Catalog—You May Order Toys From Wards Toyland Until October 1, 1963**
**Shop Early to Be Assured Delivery for Christmas—You Can Use Your Credit—See Wards Revolving Charge—Page 227.**

# TALK TO YOU

TOYS 1 to 8

5 $11.44




6 $11.44

7 $11.44

8 $9.99

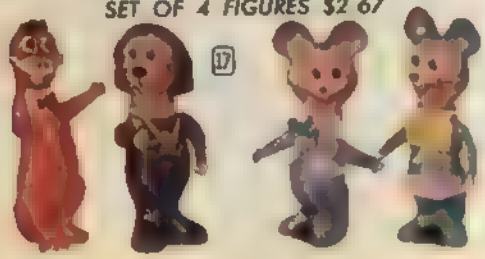
BOZO, CASPER GHOST, SMOKEY BEAR

10 2.99 11 4.44 12 2.74

$1.77 EACH . . . 2 FOR $3.29

13 14 15 16

SET OF 4 FIGURES $2.67



17

18 $2.99 $3.29 $8.99 $1.44 $3.29

## Comfy Sit-Upons for Tots

18 **Jumbo Sleeping Dog** [illegible] 48 T 7413 M Mail Ship wt 6 lbs. **$2.99**

19 **He's Really a Shaggy Dog** [illegible] 48 T 7013 M Ship wt 7 lbs. **$4.44**

20 **Horse On Wheels**—handle for steering, rubber tires. Plush stuffed body, plastic saddle, bridle. Sturdy—holds baby safely. 48 T 7268 M Apx 25 in. Wt. 31 lbs. Mail **$8.99**

21 **The Old Lady's Shoe** [illegible] 48 T 7015 Ship wt 8 lbs. **$3.29**

22 **Dapper Dog Hassock** He's made of rayon plush, with plastic eyes, felt tongue, pull-over nose, jumpers pictured match down the front. Abt. 18 in. long. 48 T 7014 Ship wt. 8 lbs. **$3.29**

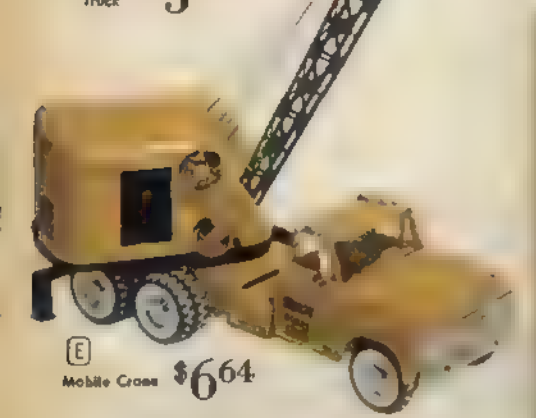
1
3.29
12 inch
7 3.97
WE ALL
PLAY A
PRETTY TUNE
2 2.99
12 inch
6
4.99
5
2.99
3 2.99
4 3.29
12 Miniature Animals
Only $2.95 a Set
8
WE'RE MADE OF REAL FUR
9
11
12
ZIPPERED NIGHTIE TOTES
14
13
15
Crazy
Character
Pillows
Your Choice
$1.88
16
17
Choice
$2.88
18
20
Choice
$3.88
19
278 WARES ALL

(A) **Highway Builder Set** $8.99

(B) Concrete Truck $3.69

(C) Hydraulic Dumper $3.69

(D) Livestock Truck $2.39



(E) Mobile Crane $6.64

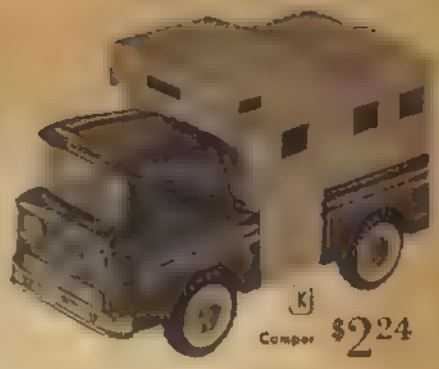
(F) Auto Transport $4.29

**Trailer Set** $6.77

(G)

(H) Wrecker $2.94

(J) Rampside Pick-Up $1.49



(K) Camper $2.24

# STRUCTO *Super Highway Models*

- **STRUCTO "Live-Action" Toys are scale models of real equipment with real working parts . . . carefully designed, accurately detailed for real-life action.**
- **STRUCTO Toys are safety-engineered . . all edges are smoothly rolled, all moving parts are shielded and can be easily handled by the child**
- **STRUCTO Toys are rugged, durable and beautiful . . . constructed of heavy-gauge steel to withstand long hours of play fun . . . finished with lively, lasting, weather-resistant 2-coat enamel baked on for extra long wear**
- **STRUCTO Toys have eye-appeal details for added realism. Bulldozer (A) and Power Shovel (M) have rugged caterpillar treads. All others except Boat Trailer (G) have rugged white sidewall tires**

(A) **5-Piece Highway Builder Set.** Specially priced to save you more. Complete equipment for building miles of super highways through any sandpile. Hi Lift Bulldozer moves sand to clear the way. Lever raises bucket, locks at low, medium and high position. Pull lever back and bucket dumps automatically. About 11¼ in. long; sturdy one-piece treads. Deluxe Dump Truck to carry the sand . . . lever raises body for dumping; can be locked in dump position. Abt. 11¾ in. long. Wind shield wipers, air horns, side-view mirrors are plus features. Sand Hopper for efficient loading of dump truck. Back truck under sand filled hopper . . . lever triggers automatic loading operation. About 11¾ in. high. Aluminum tubular legs. Ready-Mix Concrete Truck is all set to "pave" the cleared road. Mixer drum rotates as truck moves. Fills through hopper on top . . . tilts to empty down adjustable chute. Windshield wipers, air horns, side-view mirrors. About 14 in. long; with chute extended 17 in. Set also includes lithographed steel road barrier

48 T 1485—Complete Set. Ship. wt. 10 lbs. . . . $8.99
48 T 1426—Bulldozer Only. Wt. 2 lbs. 8 oz. . . 2.29
48 T 1427—Dump Truck Only. Wt. 3 lbs. 4 oz. . . 2.79

(B) **Ready-Mix Concrete Truck** . . . it really works! Load mixer through hopper on top to mix "cement". . . rugged, water tight drum rotates as truck moves. Tilt drum up to pour contents down adjustable chute (see sketch at left). Chute swings to side out of the way when not in use. About 14 in. long, with chute extended 17 in. long overall. Has these Structo "extras": windshield wipers, air horns, side-view mirrors to add detail.

48 T 1443—Ship. wt. 3 lbs. 10 oz. . . . . $3.69

(E) **Hydraulic Dumper.** Press the lever . . . a hydraulic cylinder raises and dumps the truck body automatically. Non-toxic liquid in cylinder will not stain. About 13¾ in. long. Has these special Structo features: windshield wipers, side-view mirrors and air horns

43 T 1411—Ship. wt. 3 lbs. 10 oz. . . . . $3.69

(D) **Livestock Truck** serves double duty. Plastic stake panels protect animals . . . can be removed for flat bed hauling. Sliding rear gate raises for loading and unloading. Plastic horse and cow included. About 14½ in. long. Has wind shield wipers, air horns, side-view mirrors.

48 T 1423—Ship. wt. 3 lbs. 8 oz. . . . . $2.39

(C) **Mobile Crane.** One hand wheel controls raising, lowering, loading and unloading of bucket. Second hand wheel raises and lowers boom. Ad-justable stabilizers on rear of truck prevent unit from tipping. Cab, boom and bucket revolve in full circle for realistic action. Has windshield wipers, side-view mirrors and air horns. About 15⅝ in. long; boom extends length to 31⅜ in. overall.

48 T 1438—Ship. wt. 5 lbs. 14 oz. . . . . $5.64

(F) **Auto Transport Truck.** Ramp extends at rear for loading and unloading. 3 die-cast metal vehicles (one ea. Red, White, Blue) included. About 22 in. long; with ramp extended, about 29½ in. long. Has windshield wipers, side-view mirrors and air horns to add realism

48 T 1434—Ship. wt. 5 lbs. 8 oz. . . . . $4.29

**SAVE THIS CATALOG. All of Wards Fine Quality Toys will be available until October 1, 1963.**

(G) **11-Piece Trailer Set** designed for special outings, hauling jobs. All trailers (except Boat Trailer) have 2 rugged white sidewall tires, hitch and unhitch easily. Pick-up Truck has tailgate that raises and lowers for ease in loading; hitch for towing trailers. Rugged design with windshield wipers, air horns, side-view mirrors. About 13 in. long. Bright Red finish. Boat Trailer holds boat of sturdy plastic with Play Motor. Boat has plastic windshield, 2 seats and front deck. Abt. 11 in. long with boat. Horse Trailer has loading-ramp door at rear which swings down. Abt. 8½ in. long. Closed Trailer has rear door that converts to ramp for easy loading. Abt. 6½ in. long. Open Trailer has adjustable tailgate for loading. Abt. 10¾ in. long. 2 molded plastic horses and 2 cows included in set.

48 T 1486—Ship. wt. 9 lbs. . . . . $6.77

(H) **Wrecker**—realistically designed for 24-hour towing service. Crank-operated winch winds tow line in and out. About 12 in. long. Windshield wipers, side-view mirrors, air horns are extra Structo features. Enameled White with Black trim

48 T 1401—Ship. wt. 3 lbs. . . . . $2.94

(J) **Rampside Pick-Up Truck** has side ramp that drops to curb for loading and unloading easily, quickly. Rugged construction. About 10½ in. long. Sleek Red finish with White inside

48 T 1408—Ship. wt. 1 lb. 14 oz. . . . . $1.49

(K) **Camper** is Structo's new design for vacation travel. Steel pick-up truck body, molded plastic camper top with side door, windows. About 10½ in. long. Green and Yellow finish

48 T 1425—Ship. wt. 2 lbs. 8 oz. . . . . $2.24

(L) **Fire Rescue Truck** is ready for action. Hose winds on and off plastic reel. Two White enameled ladders on side hangers. Truck abt. 12 in. long. Windshield wipers, side-view mirrors, air horns. Bright Red

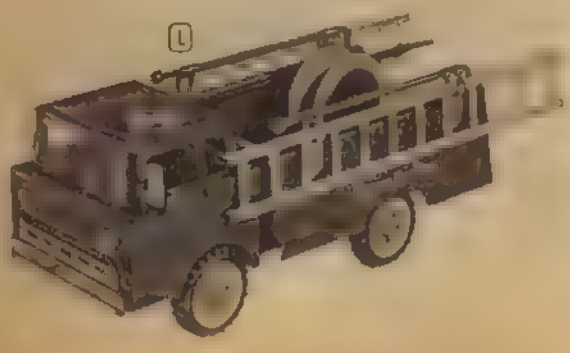
48 T 1409—Ship. wt. 3 lbs. . . . . $2.98

(M) **Power Shovel** lifts big loads of sand. Two hand wheels control raising and lowering of the boom and automatic loading and unloading of the shovel . cab revolves in full circle. With boom extended abt. 26⅛ in. long. Bright Yellow finish

48 T 1405—Ship. wt. 3 lbs. 2 oz. . . . . $2.99

Shop The Easy Way—Charge It! See Page 227.

Fire Rescue $2.98



(L)

Power Shovel $2.99

(M)

# *Follow the Flintstones*

**FAMOUS TV CHARACTERS**

OVER 50-PC. SET **$4.88**

C **Visit the "Flintstones" at Bedrock**—join Fred and his pal Barney in their rollicking adventures

**"Prehistoric" Figures Include:** Fred and Wilma Flintstone, Barney and Betty Rubble, Dino the Dinosaur, Traffic Cop, Fire Chief, many other characters. Seven prehistoric animals—Dimetrodon, Triceratops, Plateosaurus, others. All molded polyethylene

**Seven Buildings:** Fred's House, Barney's House Snack Bar, Super Market, Gas Station, others.

**Authentic Accessories:** 2 Stone-Age Cars, Rock Pile Fence, Trees, Ferns, TV Antennas, signs, others. Polyethylene layout sheet guides you in setting up your "Bedrock" just like it is on TV

48 T 2738 M—Ship. wt. 5 lbs. *Mailable* ..... **$4.88**

# *Join Huck and Yogi in*

OVER 60-PC. SET **$4.79**

D **Jellystone Park with its Zany TV Inhabitants** comes alive in this realistic forest setting

**Huckleberry Hound and Yogi Bear** are up to their old tricks badgering Poor Ranger Smith. Other figures include Boo Boo, Fibber Fox, Yakky Doodle, Hokey Wolf, and the sweetheart of Jellystone Park, Cindy Bear. All characters are 3-dimensional molded polyethylene hand-painted in true-to-life detail.

**Buildings and Accessories:** Tents, Ranger Station, Jeep, River and Pond, Trees, Rustic Fence. Polyethylene layout sheet guides you in setting up fun-filled Jellystone Park as it appears on TV

48 T 2776 M—Ship. wt. 5 lbs. *Mailable*.. . . **$4.79**

## Warriors of the World

23 Miniature Figures **$2.98**

E **Re-Create Great Battles in Miniature!** See the weapons, the color, the action and the story come alive with these carefully detailed figures. Each miniature warrior is molded plastic, colorfully hand painted, stands about 2½ inches high

**23 Different Warriors of the World**—Indians, Vikings, Revolutionary War Soldiers, U.S. Combat Soldiers, Cowboys, Pirates, Cadets, many more. Card included gives the history of each individual warrior, his name, and authenticated information about the era in which he lived. Attractive display carton

48 T 2708—Ship. wt. 1 lb. ..... .....Only **$2.98**

## TV Tinykins

34 Miniature Figures **$2.98**

F **Hand-Painted Miniatures of TV Favorites.** Kids will love staging their own shows, they'll want to collect and display these colorfully detailed figures. Each tiny replica stands about 1¾ in. high. Made of durable plastic, carefully hand-painted

**34 Different Characters** from favorite cartoon shows. Huckleberry Hound with Hokey Wolf, Pixie and Dixie; Top Cat with Spook, Choo Choo and Fancy-Fancy; Quick-Draw McGraw with Augie Doggie, Snooper and Blabber; Yogi Bear with Yakky Doodle, Boo Boo and Cindy Bear, Flintstones with Dino, Barney and Betty Rubble, Fire Chief plus many more delightful figures. All in attractive shadow box.

48 T 2714—Ship. wt. 8 oz. Only **$2.98**

## Sit 'N Ride Tractor $8.99

**Delight Young "Farmer"** with this giant Sit 'N Ride tractor. Rugged polyethylene tractor body is lightweight, scoots about easily, won't mar furniture. New "sur grip" auto-type steering wheel makes it a breeze for any toddler to "drive"

**Authentically Detailed** with big 11-inch polyethylene "Non-Mar" rear tires, roomy steel bucket seat and trailer hitch. Bright orange with silver "engine" and black trim. Easy to assemble.

48 T 1561—Abt. 17 in. high, 27 in. long. Ship. wt. 10 lbs.

1 Ride-Em Fire Engine $6.79

# Toys to Sit 'n Ride

1 **Big Ride-Em Fire Engine.** Raise the ladder, sound the siren . . . ride and steer this deluxe fire engine! Ladder extends to 28 in., swivels in full circle. Two fire hoses unreel from drums; push rod to sound the siren . . . breakable Fortiflex polyethylene in bright red will not rust or chip. About 27 in. long, 14 in. high overall. *Mailable*

48 T 1270 M—Ship. wt. 5 lbs. . **$6.79**

2 **Milkman Truck** with a big load of polyethylene bottles to deliver. Cream color steel truck with knee-action Spring Suspension front wheels. Polyethylene Grille Guard protects furniture. Non-Mar plastic tires. Windshield and plastic rear view mirror. With 14 bottles about 2¾ in. high. Truck about 14¼ in. long.

48 T 1499—Ship. wt. 3 lbs. . . . . **$2.94**

3 **Service Jeep.** Authentic model of the world famous vehicle. Rugged design with five whitewall rubber tires (1 spare) Steering wheel, front seats of plastic. Room in back for loading lots of gear. Fold-down windshield of sturdy plastic. Tow hitch in back for towing trailers, disabled autos. Heavy-gauge steel construction. Blue with white inside. Abt 9¾ in. long.

48 T 1481—Ship. wt. 2 lbs.

4 **Take-Apart Jeep With Tools.** About 50 pieces in all . . . Jeep to take apart and put together time after time . . . removable bumper, steering wheel, seats, convertible top, dummy motor, chassis, 5 wheels (1 spare) Wrench, screw driver, jack, also gas can. Sturdy snap-together plastic pieces. About 7¼ inches long.

48 T 1256—Ship. wt. 10 oz. . . . . **$1.29**

5 **Camper Truck With Boat.** Rugged heavy-gauge steel pick-up with high-impact plastic camper top. Authentic run-about plastic boat is carried on roof. Truck has whitewall Non-Mar tires, windshield, rear view mirror, and polyethylene Grille Guard to protect furniture. New "floating action" 4-wheel Spring Suspension rides the roughest "road" with ease. Camper top has sliding windows, hinged rear drop steps for loading and unloading (see sketch), and molded simulated gas and water tanks. Truck and camper green. About 9¾ in. high, 16 in. long with steps down.

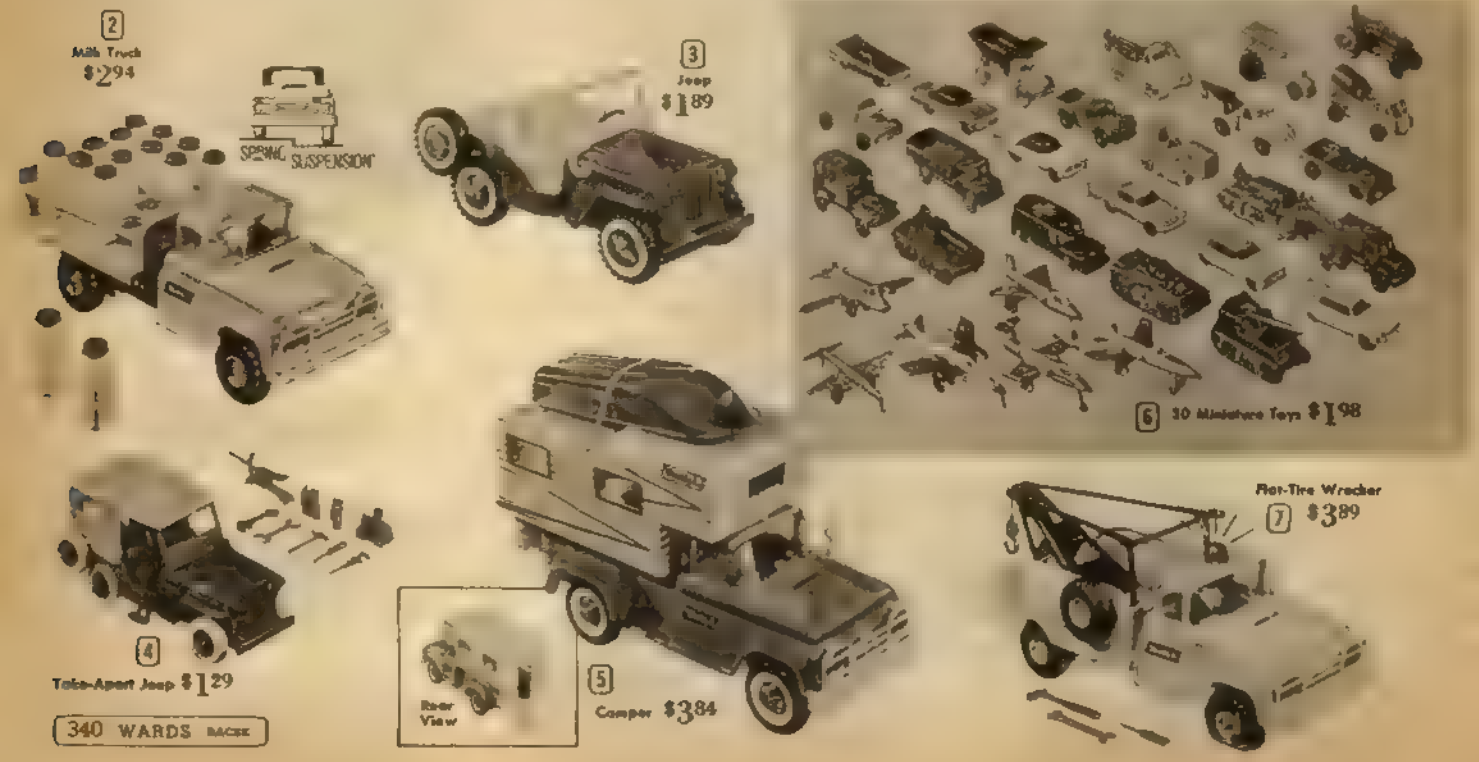
48 T 1562—Wt. 3 lbs. 4 oz. **$3.84**

6 **Miniature Rolling Toys** . . . all kinds, 30-piece set. Includes Army tanks, trucks, cannons, tractors, planes, cars with free-rolling wheels, lots of moving parts. Enameled die-cast metal, each about 2 in. long. Imported Ship. wt. 1 lb. 8 oz

48 T 1375—Complete Set. . . **$1.98**

7 **Flat-Tire Wrecker with Flasher-lite** Fix flat tire with spare and 3 polyethylene tools. Boom operates . . . flasher blinks (needs 2 "C" cells, order Pg 345) Heavy-gauge steel enameled yellow with black. Non-mar tires. Poly Grille Guard, Spring Suspension Front Wheels. Abt. 15¼-in. long

48 T 1591 Wt. 3 lbs. 8 oz. . . **$3.89**



Test your driving skill on the tricky hump . .
Race to be first through the narrow bridge . .
Thrill to the excitement of night racing . .
Track has dual lap counter to click off laps

# ALLSTATE® International Road Race

Complete with power pack **$23.99** Cash NO MONEY DOWN

## This great model racing set includes 2 cars, 2 control throttles, 18-foot track, grandstand, repair pit

A remarkably low price for a racing set with a large 18 ft. track . . such fine quality cars . . and so many realistic extras. Over and under raceway, for example . . is full of such challenges as a tricky hump that can upset the car and a narrow bridge that can cause slowness, both cars have electric headlights for thrilling night races. A grandstand and a quick repair-mechanism pit area to complete the track section given has dual lap counters to keep automatic tally of the laps traveled by each car.

Cars are motorized replicas of the famed XKE Jaguar and Mercedes Benz, about 1:32 scale, nearly 6 inches long. Both are richly assembled with nylon gears for operation by remote control. 7.5-watt power pack connects to metal contact plates on the track. UL listed, 110-120 volt, 60 cycle AC.

Set includes 22 plastic track sections: 12 curved and 10 straight; 12 fence sections, 4 throttles, 33 miniature tools, 8 simulated lamp posts, 6 attendants, decals, 2 extra wheels.

79 N 9550C—Shipping weight 9 pounds . . . . . Cash $23.99

ALLSTATE Power Pack. 7.5-watt output. UL listed. 110-120 v., 60 c. AC
49 N 9549—Shipping weight 1 pound 10 ounces. . . . . $4.39

## Extra Cars and Track Sections

Cars. For set at left. Assembled. About 1:32 scale (5 to 6 inches long). Plastic. Vehicles (3) and (4) have lighted headlights. Wt. 8 oz.
(1) 49N9555-Mercedes . . .
(2) 49N9554-Jaguar . . . $3.47
(3) 49N9556-Mercedes . . .
(4) 49N9557-XKE Jaguar . . . $4.47

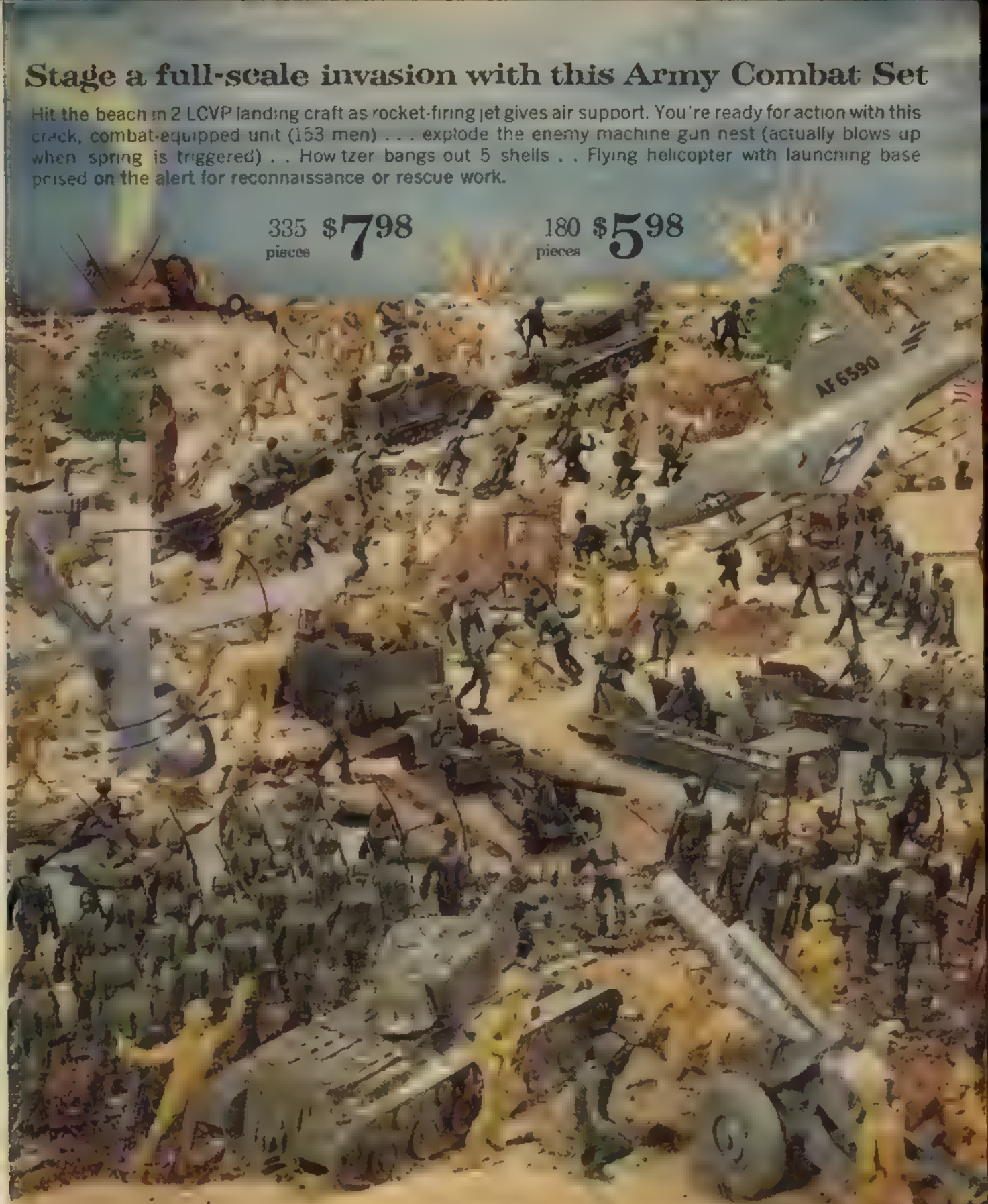
Track. For set at left. Build larger speedways. Plastic, metal.
(5) 49 N 9595—11-inch curved. Shipping weight 6 ounces. . . . 59c
(6) 49 N 9593—7½-inch straight. Shipping weight 6 ounces. . . .

# Stage a full-scale invasion with this Army Combat Set

Hit the beach in 2 LCVP landing craft as rocket-firing jet gives air support. You're ready for action with this crack, combat-equipped unit (153 men) . . . explode the enemy machine gun nest (actually blows up when spring is triggered) . . How tzer bangs out 5 shells . . Flying helicopter with launching base poised on the alert for reconnaissance or rescue work.

335 pieces **$7.98**

180 pieces **$5.98**




**335-piece Set** . . just tank, 80 soldiers in combat poses, 64 marching with guns and 1 paddling in two-man raft. You're the general and you've plenty of equipment at your command – Patton tank (2) with turret that swivels; machine gun shoots fifty shells (10 shells included); jet plane has 6 rockets; 2 landing crafts have machine gun turrets and open ramps; two trucks tow guns on tracks. Two marching men and more plenty more: 2-piece pontoon bridge; sandbag emplacement; road blocks; fallen log; machine gun nest; pillbox; tank trap; rest area; trees; building; tent; ammunition; tool box; mortar; howitzer; pistols; rifles; machine gun; grenades; bayonet, etc. Figures 2¼ in. high; others proportionate. Molded of durable plastic.

**79 N 5960C**—Shipping weight 6 pounds..... Set $7.98

**180-pc. Set** Includes 81 soldiers, 6 vehicles, flying helicopter, machine gun, exploding gun nest, howitzer, trees, bridge, etc.

**79 N 5934C**—Shipping weight 4 pounds..... Set $5.98

Battery-operated Tractor with Trailer

## OVER 3 FEET LONG

*A Sears Exclusive*

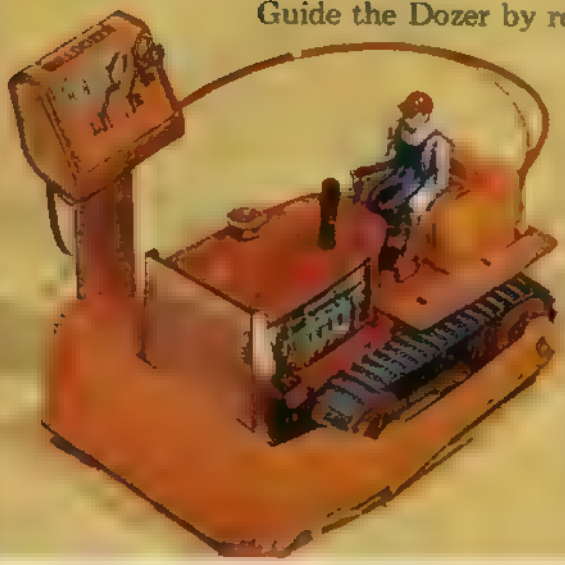
**$9.99** without batteries

Giant 38-in. plastic tractor with two electric motors. Two levers make it go forward or reverse, remote-like hand controls lower and raise blade. Rugged trailer hitches on. Steers with front wheels. Order 4 "D" batteries below.

79 N 5788C Shipping weight 6 pounds ..... $9.99

79 N 4660 D Batteries. Shipping weight each 4 ounces ..... each 10c, 4 for 60c

## Guide the Dozer by remote control



**$6.88** without batteries

Remote control panel looks and works like a real dash board . . . lets you be the "driver." You can move the dozer forward, backward, even steer it left or right. Dozer automatically shifts gears as it goes . . . scoop automatically moves up and down.

Rugged "workhorse" rumbles along on rubber treads. 10½-inch long steel body has bright enameled finish. Uses 2 "D" batteries (not included—order at right). Shipping weight 2 pounds 12 ounces.

49 N 5722 ..... $6.88

## Creeping Bulldozer

**$4.88**

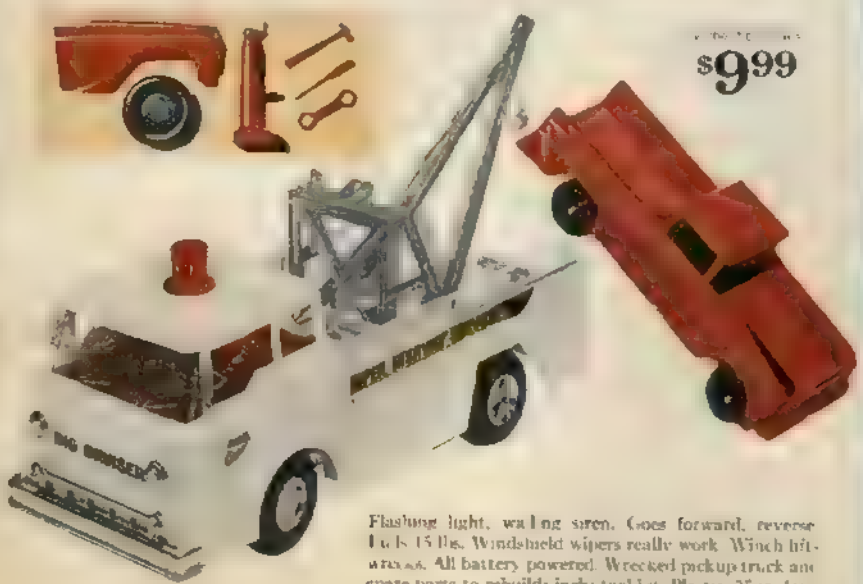
It's 11 inches long. Pushes, pulls loads, reverses, goes left, right. Two switches give you complete control. Move blade up or down. Made of tough plastic. Heavy rubber treads. From Japan. Order 2 "D" batteries below.

49 N 5804 –Shipping weight 2 pounds 8 ounces. ..... $4.88

**"D" Battery** for toys on both pages marked 49 (as 49N5804)

49 N 4660 –Shipping weight each 4 ounces. Each 10c; 4 for 60c

## BIG BRUISER by Marx



**$9.99**

Flashing light, wailing siren. Goes forward, reverse. Pulls 15 lbs. Windshield wipers really work. Winch lifts axles. All battery powered. Wrecked pickup truck and spare parts to rebuild; jack; tool kit. Plastic, 25 in. long overall. Order 4 "D" batteries (79 N 4660) above.

79 N 5709C—Shipping weight 6 pounds. ..... $9.99

## Turnpike Swamp Buggy scoops a 4-inch swath **$7.99**

Rolls along anywhere . . . just like the big machine used to smooth land for building highways. Rear blades scoop up [illegible] Press cut-off to drop scoop. Top speed 2 miles per hour. Heavy steel body with giant plastic balloon tires. Does not use batteries. Made in Japan exclusively for Sears.

49 N 4230– Shipping weight 4 pounds 7 ounces. ..... $7.99

# LOW PRICED BABIES They Love to be Loved

(6) **I Drink, I Wet, I Have My Own Bottle** Full, jointed sleeping eyes, rooted hair. Wears striped dress, pretty apron, diaper, socks, corresponding rayon panties. About 18 in. tall
48 T 3860 Ship. wt. 2 lbs. 6 oz. **$3.99**

(7) **Snowsuit Baby Drinks and Wets** Bundled up in fleecy snowsuit with peaked hood, is fully jointed, has sleeping eyes. Soft, curly rooted hair. Carries her own feeding bottle. About 20 in. tall
48 T 3951 Ship. wt. 2 lbs. 4 oz. **$3.99**

(8) **Dolly Has Her Own Layette** Drinks, wets, wears pajamas. Layette includes sunsuit, party dress, wash cloth, sponge, soap, bottle, booted hair, fully jointed. Sleeping eyes. Carrying case handle
48 T 3978 Abt. 12 in. Ship. wt. 1 lb. 8 oz. **$2.94**

(9) **Adorable Infant Drinks, Wets, has Sleeping Eyes,** rooted baby hair. Wears crisp organdy dress with rusty taffeta slip, diaper, shoes, socks. Layette in case includes bib, sleeper, pretty dress, nest while eating, washcloth, sponge, soap, sunsuit, coat and hat. About 14 in. tall
48 T 4073 Ship. wt. 2 lbs. **$5.66**

(10) **Drink and Wet Baby** has her own bottle. Full, painted, sleeping eyes, molded hair. Snugly dressed in flannel jacket, diaper, knit booties, wrapped in flannel receiving blanket. Abt. 18 in.
48 T 3830 Ship. wt. 1 lb. 10 oz. **$2.97**

(11) **Curly Haired Little Lass** with rooted hair, sleeping eyes. Wears dress with dainty accessories, bonnet, socks, shoes and has her own bottle, she drinks and wets her diaper. About 16 in.
48 T 4058 Ship. wt. 1 lb. 8 oz. **$2.98**

## Dress Up Your Doll In New Clothes

(12) **Baby Doll Pajamas, Robe Set** Ship. wt. 5 oz.

| | | |
|---|---|---|
| 48 T 4166 | For 11 to 13 in. dolls | $1.19 |
| 48 T 4167 | For 14 to 16 in. dolls | 1.19 |
| 48 T 4168 | For 17 to 21 in. dolls | 1.49 |
| 48 T 4169 | For 24 to 25 in. dolls | 1.59 |

(13) **Baby Doll Cotton Dress, Bonnet** Ship. wt. 5 oz.

| | | |
|---|---|---|
| 48 T 4149 | For 11 to 13 in. dolls | $1.29 |
| 48 T 4150 | For 14 to 16 in. dolls | 1.29 |
| 48 T 4151 | For 19 to 21 in. dolls | 1.59 |

(14) **Dolly Snow Suit Cotton Poplin.** Ship. wt. 5 oz.

| | | |
|---|---|---|
| 48 T 4126 | For 10 to 14 in. dolls | $1.49 |
| 48 T 4127 | For 15 to 18 in. dolls | 1.49 |
| 48 T 4128 | For 19 to 23 in. dolls | 1.79 |

(15) **Sweater, Pants, Hat, Mittens** Ship. wt. 5 oz.

| | | |
|---|---|---|
| 48 T 4163 | For 11 to 13 in. dolls | $1.48 |
| 48 T 4164 | For 14 to 16 in. dolls | 1.98 |
| 48 T 4165 | For 19 to 20 in. dolls | 1.78 |

**It Can Be Christmas All Year 'Round—You May Order Toys From This Catalog Until October, 1, 1963**

# Wishmaker Baby

**SHE DRINKS HER MILK FROM A MAGIC BOTTLE**

$5.44

**1** **Feed the Baby, She Seems to Be Drinking** her milk as fluid apparently leaves the bottle. Turn bottle up, it mysteriously fills again, ready for another feeding. We feel infant is foam rubber stuffed, makes her extra soft and huggable. Rooted baby hair, sleeping eyes.

Wears bed jacket, diapers, has a blanket. Her layette includes jacket, 2 diapers, dress, booties, sponge, powder puffs, wash cloth, soap, pins, "magic" bottle. Abt. 15 in. tall.

48 T 3816—Ship. wt. 2 lbs. 6 oz. **$5.44**

**2** **Patty Cake, Patty Cake—I Can Play** my favorite baby game. Just press my tummy gently, and I will clap my hands! Stuffed body, vinyl arms, legs, rooted hair, sleeping eyes. Wears rompers, booties.

4873970—About 20 in. Wt. 3 lbs. 4 oz. **$4.97**

**3** **Take Her In Your Arms,** she wants to be hugged, her soft body is all made for loving. Rooted baby hair, sleeping eyes. Nylon lace trimmed dress attached to fetching slip, matching bonnet, panties, booties. Abt. 25 in.

48 T 3882 M—Mail Ship. wt. 4 lbs. **$5.99**

**4** **Baby Buttercup,** chubby cheeked face is realistically sculptured, vinyl body, rooted baby hair, sleeping eyes. She drinks and wets, is fully jointed, "talks" to mommy in her own voice. Wears flannel pajamas and cozy shorty quilted robe. About 22 in. tall.

48 T 3883—Ship. wt. 3 lbs. 8 oz. **$5.99**

**5** **Newborn Baby,** home from the nursery in flannel gown, wrapped in a flannel blanket. Formed just like an infant with floppy arms, legs, soft body, sleeping eyes, rooted hair. Abt. 20 in.

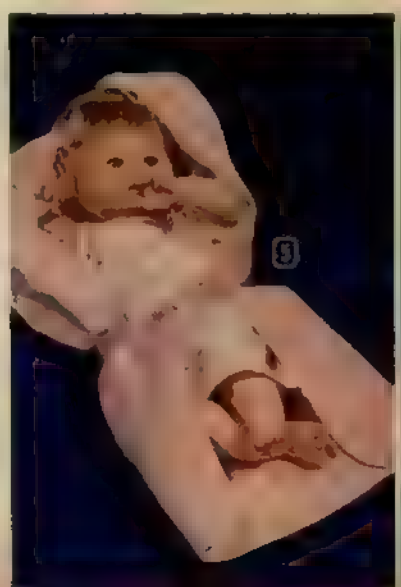
48 T 3927—Ship. wt. 3 lbs. **$3.94**

**6** **Mischievous Pixie Playmate** ready for fun in flannel rompers suit with set in belt, socks tied with ribbon. Stuffed body, vinyl arms, legs, sleeping eyes, rooted hair. About 15 in. tall.

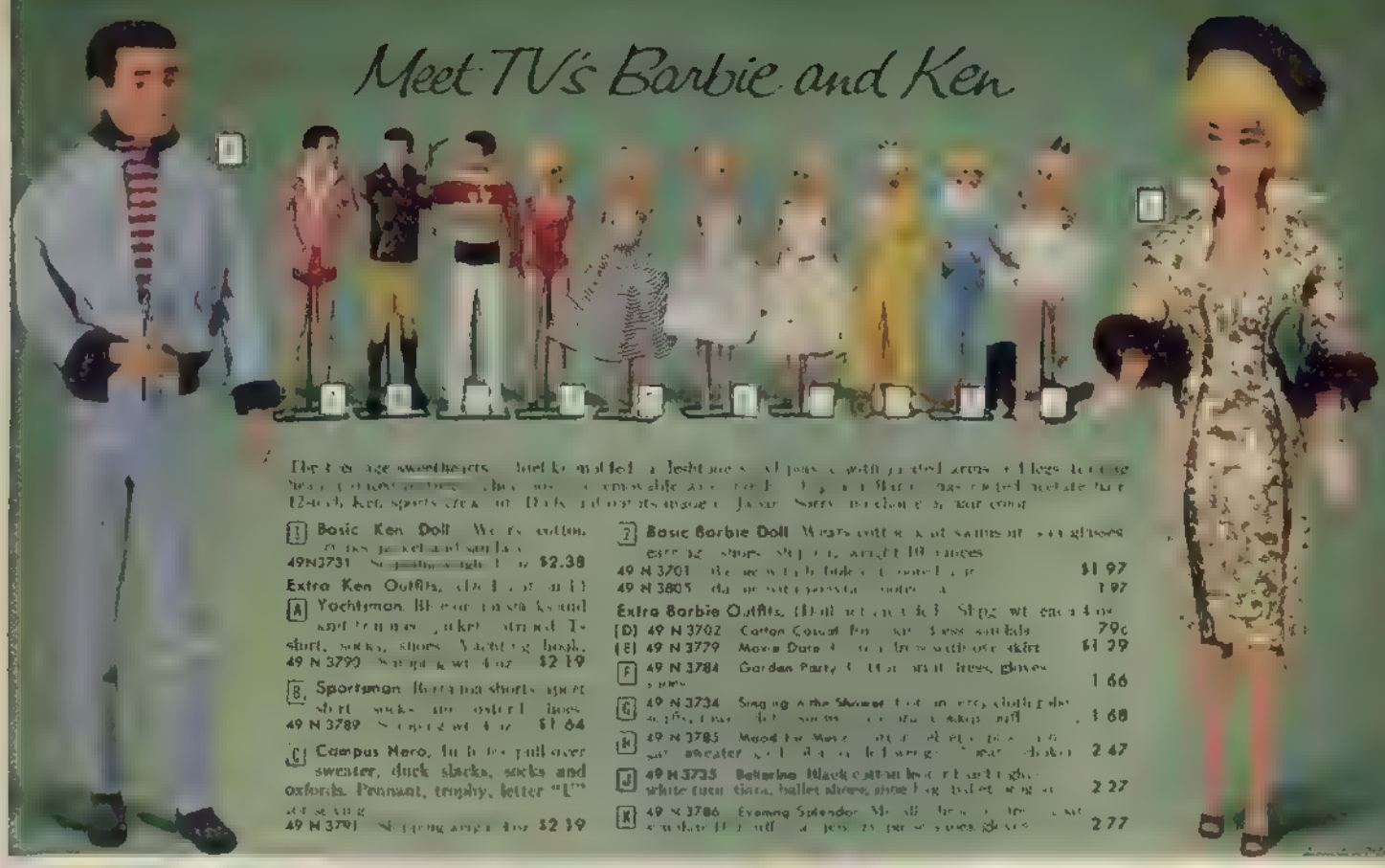
48 T 3954—Ship. wt. 1 lb. 8 oz. **$2.98**

**WE'RE SOFT**
**WE'RE CUDDLY**

## So Life-Like



# Meet TV's Barbie and Ken



The 11½-inch sweethearts have lovely molded flesh tone vinyl bodies with jointed arms and legs for easy posing. Ken's clothes are removable and washable. Barbie has curled lashes, real 12-inch hair, sports dress and Ponytail costume. Jacket, shorts and clothes in hair color.

[1] **Basic Ken Doll.** Wears cotton, cross jacket and sandals.
49N3731 Shipping weight 1 lb. 2 oz. **$2.38**

**Extra Ken Outfits.** (Doll not included.) Shipping wt. each 4 oz.

[A] **Yachtsman.** Blue cotton pants and knit shirt, jacket, striped T-shirt, socks, shoes. Yachting hook.
49 N 3790 Shipping wt. 4 oz. **$2.19**

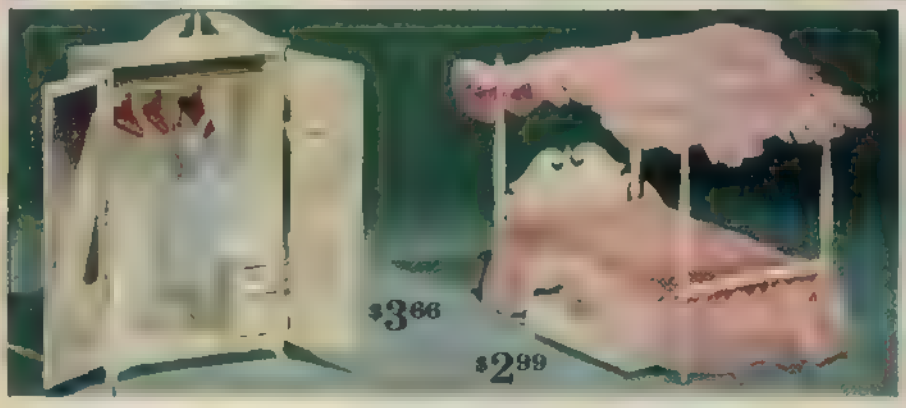
[B] **Sportsman.** Bermuda shorts, sport shirt, socks and oxford shoes.
49 N 3789 Shipping wt. 4 oz. **$1.64**

[C] **Campus Hero.** Knit pullover sweater, duck slacks, socks and oxfords. Pennant, trophy, letter "L" and sweater.
49 N 3791 Shipping weight 1 lb. 2 oz. **$2.19**

[2] **Basic Barbie Doll.** Wears cotton knit sailor dress and sunglasses, extra shoes. Shipping weight 10 ounces.
49 N 3701 Blue sailor dress with white collar and cuffs **$1.97**
49 N 3805 Gay print cotton dress with white collar **1.97**

**Extra Barbie Outfits.** (Doll not included.) Shipping wt. each 4 oz.

[D] 49 N 3702 Cotton Casual. Knit shirt, dress, sandals **79c**
[E] 49 N 3779 Movie Date. Cotton dress with overskirt **$1.29**
[F] 49 N 3784 Garden Party. Cotton print dress, gloves, purse **1.66**
[G] 49 N 3734 Singing in the Shower. Cotton terry cloth robe, towel, shower cap, soap, puff **1.68**
[H] 49 N 3785 Mood for Music. Cotton skirt, print blouse, sweater, scarf, shoes, record, sunglasses, purse, clutch **2.47**
[J] 49 N 3735 Ballerina. Black cotton knit leotard, tights, white tutu, tiara, ballet shoes, pink ballet wrap **2.27**
[K] 49 N 3786 Evening Splendor. Metallic brocade skirt, satin blouse, jewelry, purse, gloves **2.77**



## Furnish Barbie's bedroom with her own Wardrobe and a 4-Poster Bed

**Elegant Wardrobe** is a wonderful showcase for Barbie's costumes. White high-impact plastic, wood grain finish. Metal hinged doors open showing hat rack and utility basket attached to shoe rack and long mirror on the other door. Has long shelf, 3 varied-size drawers, 6 plastic hangers. 5x15x16 inches. (Dress not included.)
49 N 9321 Assembles easily. Wt. 1 lb. 12 oz. **$3.66**

**Graceful Canopy Bed** made for fashion plate Barbie. Carefully detailed, it boasts a molded plastic mattress and trundle-bed chest with wood grain finish and sturdy drawer. Spread and matching pillow cover are bottle, sheer pink mos... High-impact plastic. 7x12x13 inches. Assembles easily.
49 N 9248—Shipping weight 1 lb. 6 oz. ... **$2.99**

## Barbie takes a trip with Doll Cases her own size

[3] **Trunk** totes Barbie and Ken or 2 dolls their size. Hangers, 2 drawers. Black vinyl has a look of patent. 13x10x7 inches. Snaps shut.
49 N 9281—Shipping weight 4 pounds 4 oz. ... **$4.88**

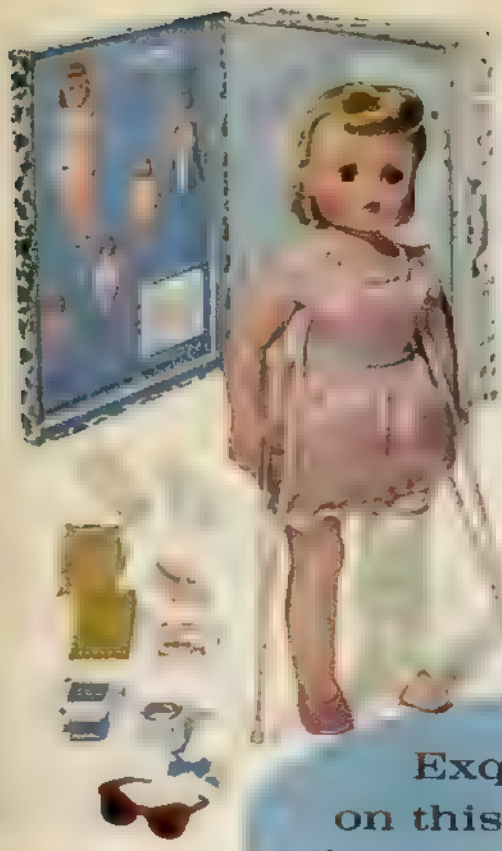
[4] **Barbie Case** carries her (or Ken). Hangers and drawers. Black vinyl. 10¾x12¾x2¾ inches.
49 N 9309—Shipping weight 2 pounds **$1.88**

## Barbie's Sports Car $4.33 Car only

Aqua bucket seats hold Barbie and Ken. Pearl-tone plastic. Chrome-color grille, "lights", bumpers. 7¾x18 in.
49 N 1405 Shipping weight 2 lbs. 10 oz. ... **$4.33**

## Barbie's Portable House $4.44

Corrugated suitcase becomes Barbie's house just as fast as you can do it. Pictures, pennants and rugs come attached to 3 walls, floor. Colorful chipboard furnishings include sofa, chair, ottoman, vanity, mirror, bench, pillow, coffee table, 2 book sets, record albums, Ken's picture, lamp, wardrobe bed, TV record player console. 26x14¼x33 inches.
79 N 1429C Shipping weight 8 pounds ... **$4.44**



## Marybel the get-well doll wants you for a little nurse

**$11.98**

15-inch doll has a cast to heal make-believe broken arms or legs; crutches just her size; dark glasses to wear when she's dotted with red measles, yellow spots for chicken pox. Band-aids and bandages for minor scratches. When little nurse removes her make-believe diseases and bandages, Marybel gets well right away.

She's exquisitely fashioned with rigid plastic body and is realistically tinted. Has jointed arms, legs. Turning waist and vinyl head. Her lashed eyes go to sleep and her lovely rooted Saran hair is distinctively styled. Rayon satin lace trimmed shortie pajamas, removable cotton fleecy slippers. Marybel has the fine workmanship like all Madame Alexander dolls. Packed complete in Fiber board case.

49 N 3670—Shpg. wt. 3 lbs. 4 oz. $11.98

## Cuddly "Kitten" now cries . . poses naturally

**$8.98** 9-inch doll

Who wouldn't be smitten with "Kitten"—this armful of huggable softness. Her dimpled face with thick-lashed, closing eyes will steal any little girl's heart. Rooted plastic hair is done in wispy baby style. Tilt her . . she'll cry softly.

Exquisitely made like all Madame Alexander dolls, Kitten's pretty baby face, soft arms and legs are vinyl. Lightweight body is Kapok filled cotton. So limp she flops into many poses . . you can put her finger into her mouth. "Kitten" comes wearing a cotton shirt, plus diaper and a soft nylon tricot kimono.

49 N 3260—19-inch doll. Wt. 2 lbs. 12 oz. . . . . $8.98

49 N 3247—14-inch doll. Wt. 1 lb. 12 oz. . . . . 6.49

# Exquisite Dolls on this page made by *Madame Alexander*

## Famous Little Women

Louisa May Alcott's storybook heroines come to life. 12-inch plastic bodies have jointed arms and legs. Saran hair wigs are styled of that period. Turning heads have lashed, go-to-sleep eyes. All wear cotton pantalettes, crinolines, socks and shoes.

[1] **Meg.** Lacy cotton pinafore over colored cotton dress.
49 N 3653—Shipping weight each 1 pound . . . . . $9.44

[2] **Amy.** Cotton dress with frilly ruffled pinafore.
49 N 3649—Shipping weight each 1 pound. . . . . 9.44

[3] **Jo.** Sedate Pin-dot cotton dress, cotton pinafore.
49 N 3658—Shipping weight each 1 pound. . . . . 9.44

**Beth** (not shown). Polished cotton dress, contrasting trim.
49 N 3651—Shipping weight each 1 pound. . . . . $9.44

## Lovable 18-inch "Bunny" holds her hands out to mommy

Looks as though she's ready to speak. Adorable with great animation in her lovely profile and the way she holds her hands. Big, expressive moving eyes with lashes. Shining plastic hair is rooted and has pert rayon bow. Body, legs are jointed, lightweight, but durable plastic. Soft vinyl head, arms also move. "Bunny" wears a dotted Swiss cotton dress trimmed with organdy. Party slippers, socks.

49 N 3370—Shpg. weight 2 lbs. 4 oz. $9.59




## 12-inch Smarty is Queen of the May

These small Baby Dolls are so popular with little girls . . and big ones too!

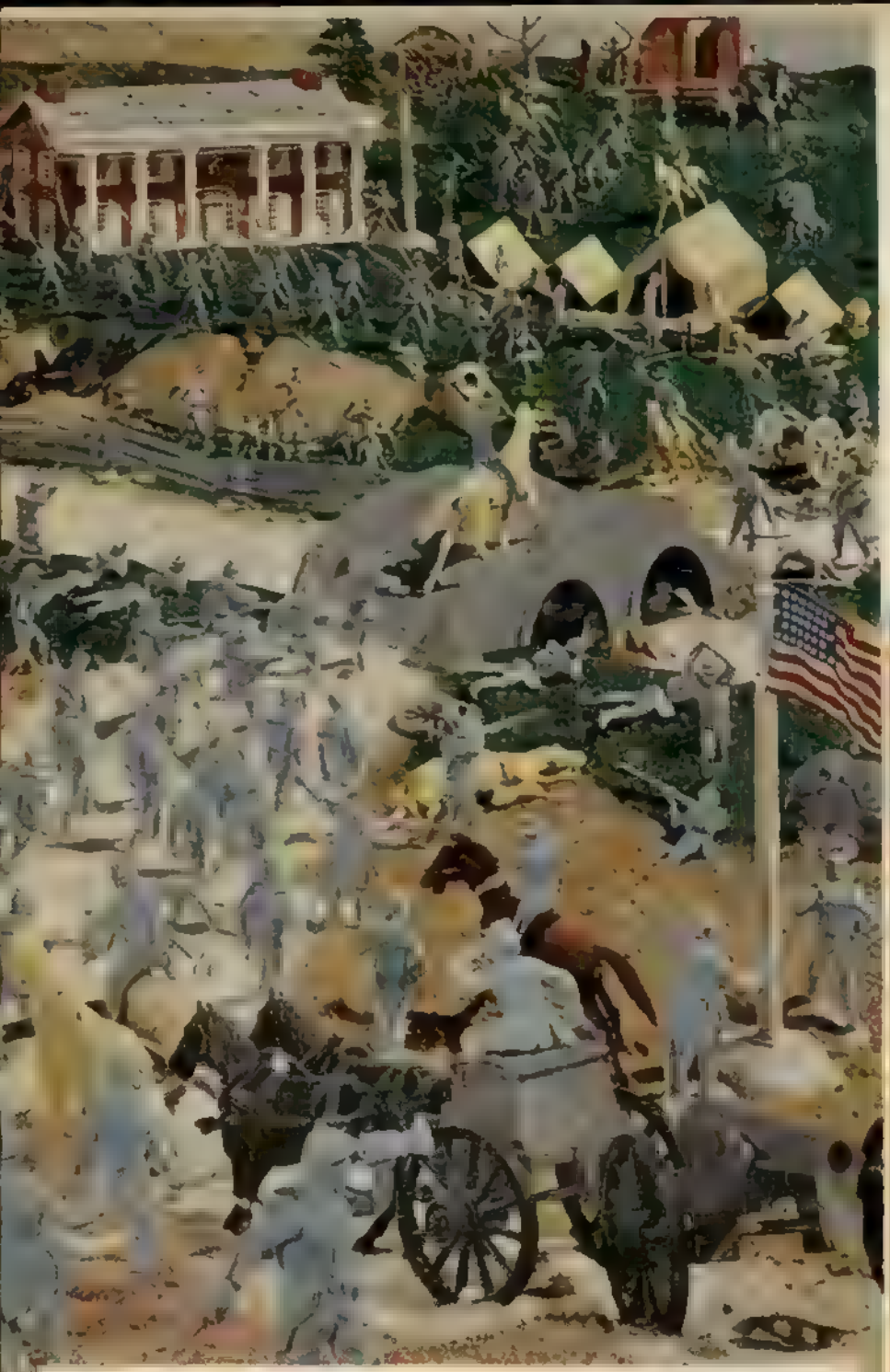
[4] So saucy and sassy . . . fully jointed doll just waiting to perk up your young lady. She's ready for a party dressed in a flowered nylon dress. Wears party slippers and socks. Lashed, moving eyes; head and arms of soft plastic, legs and body of sturdy plastic. Rooted plastic hair.

49 N 3328—Shipping wt. 1 lb. . . . . $5.85

## 12-inch Smarty in Artist's Smock

[5] And what else would a young artist carry in her pocket but her paint brush and crayon. She wears matching bloomers, slippers and socks. Sturdy plastic body and jointed legs. Rooted plastic hair in pixie style. Vinyl plastic head and arms move. Lashed, go-to-sleep eyes.

49 N 3329—Shipping weight 1 lb. . . . $5.85



## BEN HUR

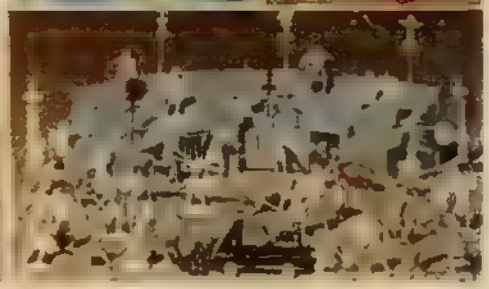
**races his chariot to victory and freedom . . Gladiators do fierce battle in the arena**

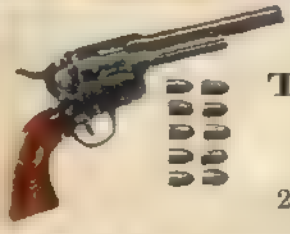
132 pieces **$7.98**

The great Roman Empire of the days of Ben Hur was [illegible] authentic historical accuracy. The Street Merchant Bazaar, the center of Roman life, where prisoners were chained on sale, and where [illegible] goods are sold were sold under the crops over the stalls.

Includes [illegible] works of men, [illegible] with [illegible] and [illegible] and triumphal theatre [illegible] over [illegible] Roman [illegible], many [illegible] [illegible].

79 N 5985L Shipping weight 5 lbs. $7.98





## The Blue and the Gray

**Artillery and pistol really shoot . . bunker actually explodes**

260-piece set **$8.97** 200-piece set **$4.97**

One of the finest, most complete Civil War pieces ever created. Many authentic features such as [illegible] bunker that explodes when fired, [illegible] cannon that shoots [illegible] shoots [illegible] other [illegible] cannon [illegible] the 260 pc. set. Each bullet-shooting pistol copies [illegible] War design. You get 54 [illegible] 68 Confederate troops in [illegible] poses [illegible] mortar of President Lincoln [illegible] [illegible] [illegible]

## FARM SET

**Sliding litter carrier and hay lift really work**

**108 pieces $4.97**

Features same working hay lift mechanism as set at left (for motor attachment order 49 N 9501 at bottom of opposite page). Includes open-back metal barn about 14x9x12 inches high 9½-inch steel silo, tractor with hitching hook for attaching plow harrow planter stone boat, scoop, scraper and wagon

Livestock includes horses, cows, chickens, hogs lambs, ducks, birds, etc. 10 plastic fence sections and accessories such as hay, pitchfork, feed bags, etc. 3 dimensional plastic figures, to assemble

79 N 5957C Shipping weight 5 pounds . . . . Set $4.97

NOTE: Play pieces in sets on both pages may vary slightly from description, but you will receive total number of pieces stated

## RODEO RANCH

**"Ride the range . . Punch cattle as cowhands . . Start the big round-up"**

**100 pieces $5.29**

Young ranchers can enter right into the cattle trade activities that built the west. The 15 steers can be corralled in 20 sections of fence. Steel ranch house, plastic archway 8½-inch long wagon with hitch and horse. Also well sweep, anvil pump, rain barrel, grinding mill grindstone, chopping block pump logs trees branding irons pistols shotguns, coiled lariats, and other accessories. There are 16 action-posed miniature figures 7 cowboys, 5 horses (all of 3-dimensional plastic) about 2¼-inch high engaged in either punchin' cattle, mending or chores around the ranch house. Easy to assemble

79 N 5950C Shipping wt 4 pounds Set $5.29

## Hand-painted Animal Sets

Up to 7 inches long. Artistically-shaped, detailed. Plastic. Adored by boys, girls, adults.

### TV Western Stars 3 pcs. $4.98

Each has 5-piece base. Each has removable name card representing his horse. Includes Roy Rogers Matt Dillon Wyatt Earp Jim Hardie, Paladin and The Lone Ranger. Plastic.

49 N 5901 Shipping weight 1 lb. 8 oz. Set $4.98

### Thoroughbred Horses 2 pcs. $2.79

Valuable scale models. Keepers. Painters and jumpers have all colors in the classic contours. Knight stand. Notice the cup work, long powerful legs and high croup. Handsomely painted

49 N 5978 Shipping weight 1 pound Set $2.79

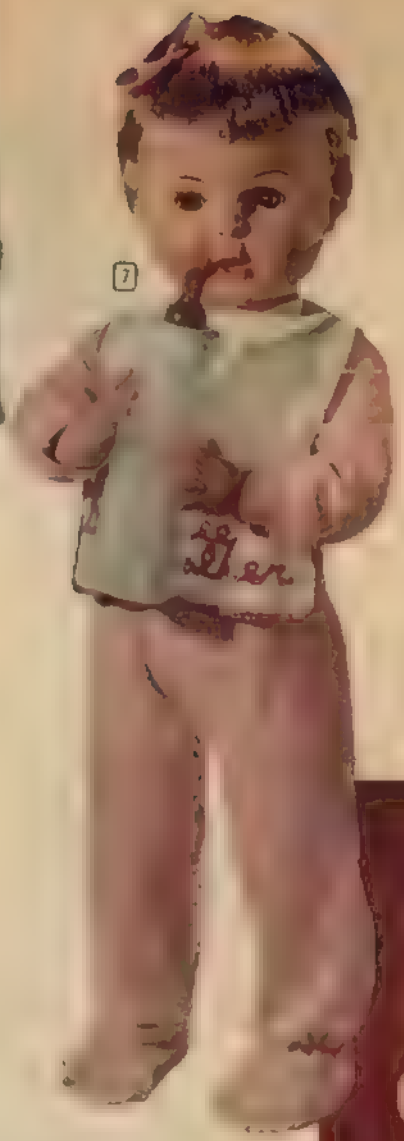
### Dairy Cattle 3 pcs. $2.79

Superb models of cow and young. Up to 4 inches high, 7 inches long. Brown, Black and White

49 N 5979 Shipping weight 1 pound Set $2.79

**Bride and Trousseau**

**$4.97**



**I WALK, I DRINK FROM A REAL BOTTLE**

**$6.99**

25 in.

(7) **One-Year Old Tot** drinks from her own life-size feeding bottle, then she wets. She'll walk with you when guided, carrying her bottle, dressed in flannel footed sleeper. Rooted hair, sleeping eyes, fully jointed. She can wear size-one clothing; let her wear her little mother's dresses. Abt. 25 in. tall.
48 T 3898 M. Ship. wt. 4 lbs. **$6.99**

(8) **Here Comes the Most Radiant Bride** looking so fresh and lovely in her satin and lace bridal gown, crinoline, lace-trimmed veil, flower bouquet, earrings and high heeled shoes. Wardrobe includes outfits for her honeymoon—evening gown, sundress with stole, street dress, 2-pc. playsuit, coat and hat. Fully jointed, rooted hair, sleeping eyes. About 20 in. tall.
48 T 3955. Wt. 1 lb. 10 oz. **$4.97**

(9)-(11) **The Dollikin Family of Famous Dolls**—16 flexible joints (Baby Dollikins has 11) allow each doll to assume hundreds of different positions. They pose so easily and naturally as they are jointed at ankles, knees, thighs, wrists, shoulders, upper arms, elbows, waist and neck.

(9) **Let's Do the Twist with Miss Twist**—her flexible body will duplicate the steps of this latest dance craze. Her white satin fringed dress shimmers with every turn. Rooted hair with pretty satin headband, drop earrings, high heel shoes. About 20 in. tall.
48 T 3961—Ship. wt. 3 lbs. [redacted]

(10) **Miss Dollikin**—she seems almost human—she poses so prettily. Dressed for leisure time or sports in striped tunic overblouse with pointed collar, ruffle trim, rope belt with pom pon tassels. Sleekly tapered slacks, casual straw hat with gay fringed edge, shoes. Rooted hair in latest bouffant style, sleeping eyes. Abt. 20 in.
48 T 3946. Ship. wt. 3 lbs. **$8.97**

(11) **Baby Dollikins has 11** flexible joints, can sit, kneel, stand, be posed in many natural baby positions. She drinks and wets, has her own bottle. Sleeping eyes, rooted hair. Attractively dressed in pique smock, scalloped trim, slacks, shoes, socks. Abt. 21 in.
48 T 3964—Ship. wt. 5 lbs. **$8.77**

## Help Her Get Well

(12) **Dr. Ben Casey's Perfect Patient**—she's so well behaved even when she is "ill." She can catch the measles or chicken pox, just add the spots with special pencil—then simply wash her face and she'll be cured. In case she falls and skins her knee you'll find adhesive tape and bandages to make it well.

For her injured leg there are crutches and a pretend "hypodermic" needle to give her a "sedative". She wears dress, shoes and socks—is fully jointed, rooted hair, sleeping eyes.
48 T 3955—Doll abt. 15 in. With Accessories. Ship. wt. 2 lbs. **$4.98**

# MISS DOLLIKIN

**Save This Catalog. You May Order All Toys Until Oct. 1, 1963.**

GOODY
RECOMMENDS

# wishmaker SPECIALS

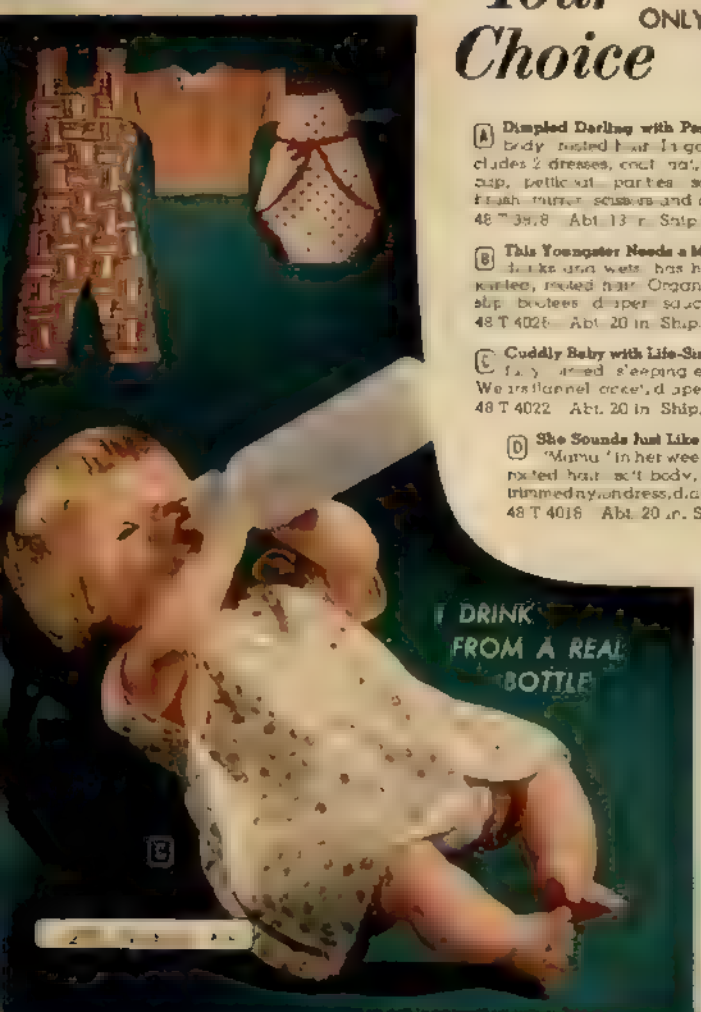
## Your Choice ONLY $4.95 AT WARDS

(A) **Dimpled Darling with Perky Ponytail**—fully jointed vinyl body, rooted hair. In gay cotton slacks. Wardrobe includes 2 dresses, coat, hat, sunsuit, sweater, nightie with cap, petticoat, panties, socks, purse, hangers, comb, brush, mirror, scissors and curlers.
48 T 3918 Abt. 13 in. Ship. wt. 1 lb. 8 oz. **$4.95**

(B) **This Youngster Needs a Mommy**—to take care of her—she drinks and wets, has her own bottle. All vinyl, fully jointed, rooted hair. Organdy dress, knit sweater, taffeta slip, booties, diaper, satin ribbon in her hair.
48 T 4028 Abt. 20 in. Ship. wt. 3 lbs. 4 oz. **$4.95**

(C) **Cuddly Baby with Life-Size Bottle.** Drinks, wets. All vinyl, fully jointed sleeping eyes, rooted hair in baby cut. Wears flannel creeper, diaper, hassock suit, bonnet, overalls.
48 T 4022 Abt. 20 in. Ship. wt. 3 lbs. 4 oz. **$4.95**

(D) **She Sounds Just Like a Real Baby** when she coos "Mama" in her wee baby voice. Sleeping eyes, rooted hair, soft body, vinyl arms, legs. In lace trimmed nylon dress, diaper, booties, blue ribbon in hair.
48 T 4016 Abt. 20 in. Ship. wt. 3 lbs. 4 oz. **$4.95**



(8) (9)
$3.27 each
15 inch

# Clever Character Dolls

**1 Cuddly Baby Doll** . . stays sweet and lovely, coos when hugged. Rooted Saran hair in cute pixie style. Soft vinyl head, painted eyes, lashes. Foam rubber filled body. Removable soft cotton pajama. About 25 in.
79 N 3547 C—Shpg. wt. 4 lbs . . . $5.89

**2 Teach Me Doll** . . helps little ones learn how to dress themselves. Removable jacket, halter skirt, stocking cap. Jacket buttons and unbuttons, skirt unzips. Shoelaces tie and untie. Cotton cloth body, rayon cloth legs, flufly rayon hair. Stuffed with soft, Dryex® (plastic foam, cotton) for long life, washability. 19 inches tall.
49 N 3544—Shpg. wt. 1 lb. 2 oz. $4.39

**3 Clown** . . tumbles in many comical positions. Rayon satin polka dot costume, matching hat. Soft felt feet and ruffle trim. Happy vinyl face, cotton stuffed body. 24 inches tall.
49 N 3547—Shpg. wt. 2 lbs. 8 oz. $4.49

**4 Mr. Magoo** . . lovable weak eyed favorite of young and old. Wears cotton scarf, sewed-on jacket, striped shirt with sewed-on pants. His realistic painted face and hat are soft molded vinyl. Stuffed with soft Dryex® (plastic foam and cotton) for a long washable life. About 12 inches when seated.
49 N 3543—Shpg. wt. 1 lb. 8 oz. $2.89

**5 Pinocchio** . . famous little guy with the big nose. His body is cotton stuffed, cotton-fabric covered. Painted vinyl head. Hands and feet have rayon plush trim. 14 inches tall.
49 N 3554—Shpg. wt. 1 lb. 2 oz. . $2.49

**6 Popeye the Sailor** . . jointed vinyl, pose him many ways. Pinch his face and he whistles through pipe. Watch him flex his muscles. Painted face, molded on sailor suit. 13 in. tall.
49 N 3503—Shpg. wt. 1 lb. 3 oz. $3.89

**7 Dennis the Menace** . . lovable prankster molded in vinyl, painted features, molded shoes. Cotton shirt, overalls (removable). 14 in. tall.
49 N 3847—Shpg. wt. 1 lb. 8 oz. . $2.92

**8-9 Raggedy Ann and Andy** . . popular floppy, button-eyed darlings. Cotton-stuffed fabric bodies with yarn hair and merry painted features. Ann wears cotton print dress with apron. Andy wears cotton shirt, pants and hat. Clothing removable for easy washings. Choose from 3 sizes.

| Size, Inch | Catalog Number (8) Andy | (9) Ann | Shpg. wt. each | Price |
|---|---|---|---|---|
| 15 | 49 N 3592 | 49 N 3580 | 12 oz. | $3.27 |
| 20 | 49 N 3603 | 49 N 3583 | 1 lb | 4.27 |
| 32 | 79 N 3605C | 79 N 3585C | 4 lbs. | 7.98 |

**10 Life-size Patti Doll** . . can actually walk and dance with you. Elastic bands on her feet attach to your shoes. Flippity flop pity cotton fabric body, softly stuffed. Cotton print skirt, pinafore. Painted plastic face and cotton yarn hair. 40 inches tall.
49 N 3530 Shpg. wt. 3 lbs. 8 oz. . . . . $3.29

**11 Bebe Cherie Doll** . . soft, huggable naptime pal. Cuddly rayon plush bunting body with hood, in soft pastel colors. Vinyl hands, handpainted vinyl face. Foam stuffed and washable. She stands 20 inches tall.
49 N 3557—Shipping weight 2 lbs. . . $4.97

**12 Cuddly-Wuddly Doll** . . soft, cotton-stuffed fabric body with cotton apron and bonnet in assorted prints. Painted plastic face and pretty yarn hair. 14 inches tall.
49 N 3501—Shipping weight 12 oz. . . . $1.47

**13 Sleepy petite Pajama Belle.** Has roomy zip-up pocket to hold pajamas. Soft and washable of cotton-backed rayon plush. Cotton stuffed. Painted face has molded curly locks. Size about 18 inches long.
49 N 3548—Shipping wt. 1 lb. 4 oz. . $4.49

**14 Cuddly Sleepyhead** . . with or without music box. Washable, cotton-backed rayon plush is filled with foam plastic and cotton. Has painted vinyl face and cotton yarn tufts of hair. 14 inches long.

**Sleepyhead only** (without music box).
49 N 3527 Shipping weight 14 oz. . . $2.49

**Sleepyhead with imported Swiss made music box** . . plays gentle tune for baby.
49 N 3504—Shipping weight 1 lb. . . . $3.98

## 20-inch Doll with the most lavish wardrobe we've ever sold $11.98

Here comes the bride . . . ready to bring a world of enchantment into your little girl's playtime hours. Our bride is ready for the magic aisle in her exquisite gown of rayon satin and lace with petit point apron. Bridal veil crowns rooted plastic hair. She carries a bouquet, wears rayon panties and high heels. Her torso and jointed legs are sturdy plastic. Jointed arms and turning head with moving eyes are skin-soft vinyl. Trousseau rayon street dress, full length formal, simulated "fur" jacket; nightgown, negligee; street coat; bouffant petticoat, simulated pearl choker, nylons, shoes, purse, hat. 20x13x5-in. fiberboard trunk, metal hinges, plastic handle. 4 hangers.
79 N 3698C Shpg. wt. 5 lbs. . . . $11.98

## 20-inch Ballerina with 16-piece Wardrobe

$9.95

Exciting star of the ballet will pirouette right into your little girl's heart. She creates moments of magic with her walking mechanism that permits her to toe dance or walk when led by a star struck little girl. Doll is fully jointed, with movable head, waist, arms, legs, ankles . . . can be posed in many ballerina poses.

Ponytail plastic hair is rooted. Soft vinyl face has go-to-sleep eyes. Sturdy plastic torso, arms and legs. Wears ballet Tutu over knit stretch tights, ballet slippers. Wardrobe: rayon formal stole; skirt, blouse; lounging pajamas, housecoat, panties, hangers; hose, shoes, socks, handbag.
49 N 3697—Shpg. wt. 2 lbs. 12 oz. $9.95

## 8-inch Drink-wet Baby with 16-piece layette

Vinyl body is completely jointed, sleeping eyes. Layette: sheer rayon dress, bonnet, skirt with blouse; vest, nylon dress, bib, cotton sleepers, sunsuit; washcloth; diaper, shoes, sacques, hangers, bottle, bag.
49 N 3531 Shpg. wt. 1 lb. 8 oz. $3.99

## 15-inch Toddler with Wardrobe, Trunk $4.98

Charming little girl, has sleeping eyes, moving arms and legs. Soft vinyl head, curly short doll is rooted plastic. Body is sturdy plastic. She's ready for bicycle riding in dress, wears knitted pants, socks with white shoes. Wardrobe: nylon housecoat, cotton dress, rayon pants. Fiberboard trunk (textured) with metal hinges, 2 hangers, brush, comb, mirror, purse.
49 N 3692 Shipping weight 3 pounds. . . . . $4.98



## 16-inch Schoolgirl with Trunk, 16-piece Wardrobe $7.39

Here's a lovable bundle of charm all ready for school, teacher! Perky, adorable portrait, rooted to soft vinyl head with go-to-sleep eyes. Sturdy plastic body has jointed arms, legs, turning head. Doll is dressed to play, adorable fiesta dress, socks, rayon socks, shoes. Wardrobe: cotton corduroy jumper, cotton blouse, cotton pajamas, 2 pc. rayon dress, straw hat, nylon nightgown. Accessories: comb, mirror, brush. Kleenex, purse. 3 pc. luggage set: 11x12x6-inch trunk with metal hinges, plastic handle.
49 N 3693 Shipping weight 4 pounds 2 ounces $7.39

# 405 Bluebird Lane

**Eight-room luxury house built of steel.** Two-story colonial style boasts these features . . ringing doorbell, living room light, vinyl-framed walk lined by plastic shrubs and a plastic picket fence around the swimming pool.

Colorful steel house has 22 plastic doll inhabitants. Scaled to size they remain to be moved to any of the 8 rooms: bath, nursery, bedroom, family room, kitchen, laundry room, living-dining area. At bedtime, opportunities include cloth draperies that frame 5 windows, 3 window awnings, plastic shutters and porch. Plus sports car, 52 plastic pieces furnish 8 rooms, include record cabinet, bed, buffet, tableware, washer, lawn pieces, etc. Unassembled 44x14x18 inches high.

79 N 1424C Wt. 17 lbs. **$15.88**

79 N 4660 "D" Batteries. Only 2 for some units. Wt. 4 oz. Each 16¢

**$15.88**

without batteries

## 7-room Northern Colonial Metal House with sun porch

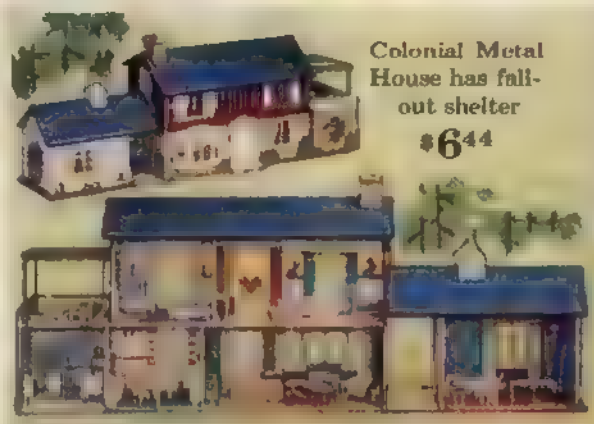
**$9.99**

Steel house is painted to look like red clapboard and white brick, with hard scaped exterior. Porch has simulated wrought iron railings. Rooms include family room, living-dining area, kitchen, utility room, bedroom, bath, nursery. Has 51 scaled-to-size plastic pieces. Awnings shade second floor. 4 plastic figures. Unassembled 44x5x18 inches.

79 N 1412C Shipping weight 10 lbs. . . . . **$9.99**

## Colonial Metal House has fall-out shelter

**$6.44**



Conversation piece design has its own fall-out shelter! This 15x8x18 inch house makes one of the most unusual toys you can give little girls. They like the other special features, too, like the plastic Dutch door that opens as one piece or swings open only at the top or bottom, and the breezeway. There are eight more attractive rooms, including the patio, den, living and dining room, bedroom, nursery, kitchen and bath. Rooms are tastefully furnished with 35 plastic pieces including chairs, sofas, tables, beds, etc., all colorfully designed and each one scaled to size. Assembles easily.

79 N 1419C—Shipping weight 9 pounds. . . . . **$6.44**

# Musical Boston Rockers

In 3 finishes . black, maple or white

1 $10.44

**1 High-back Rocker** Roomy and tall, for extra comfort. Children enjoy rocking to gay music from the musical movement. Sturdy hardwood, with multi-color decals and gold color trim that look hand-painted. Long runners for smooth action. 28 in. high over-all, 11x11 in. seat. Easy to assemble.

79 N 9144L Predominantly black finish. Wt. 10 lbs. $10.44
79 N 9145L—Predominantly white finish. Wt. 10 lbs. 10.44
79 N 9146L—Predominantly maple finish. Wt. 10 lbs. 10.44

2 $7.49

**2 Hardwood Musical Rocker** in glossy black enamel finish, brightened with trim and screen design in gold color. Graceful steam-bent runners, tapered arms. 26 in. high over all. 12x12 in. seat. Easy to assemble.

79 N 9147L Shpg. wt. 16 lbs. $7.49

3 $5.49

## Appalachian Hardwood Rocker

**3 Non-musical.** Rich-looking Bradford maple finish. Solidly built joints are so tight fitting no glue is needed. Shaped seat. Long 20-in. runners for smooth rocking. 15-inch wide seat is 10 inches above floor. 23 inches high. Assembled.

79 N 9029L Shipping weight 10 pounds .... $5.49

**Child-size Furniture on these 2 pages is "just right" for your youngster**
(and it's made to take their rough 'n tumble)

## Modern Set in solid maple $16.98 3-pc. set

**4** Natural wood finish is protected with lacquer, so crayon marks and spilled food wipe off. 25-inch round table, about 21 inches high, with 2 heavy metal corner brace leg construction for strength. Chair backs are steam-bent for a comfortable curved contour. Chair seats are 11x12x12 in. high. Freight (rail, truck) or express. Partly assembled.

79 N 9142N—Shipping weight 27 pounds . . 3-piece set $16.98
79 N 9143L—Extra chair. Shipping weight 6 lbs. . Each 4.79

## Set with Folding Game Table $11.98 3-pc. set

**5** Bronze-color tubular steel folding set. Seats and table-top are easy upkeep vinyl. Table-top removes for replacement. Table 20½ in. high. Chairs have non-slip safety locks. Chair seats are 11x11¾x13 in. high. Assembled.

79 N 9001L Shipping weight 22 lbs. . . . . 3-piece set $11.98
79 N 9003C Set of 2 extra chairs. Shpg. wt. 10 lbs. . Set 6.49

## Kindergarten Set in red $7.98 3-pc. set

**6** Jolly red enameled set pleases tots 2 to 5, because it's just their size. Crayon marks and spills wipe off with ease. Rugged plywood construction with white play-block design. Seats on the two chairs are 10x8½x8 in. high. Table 15x20x16 inches high. Partly assembled.

79 N 9134C—Shipping weight 20 pounds . . 3-piece set $7.98
79 N 9149C—Extra chair. Shipping wt. 4 lbs. . Each 2.39

## Select-hardwood Dinette Set $10.44 3-pc. set

**7** Good features at low, low price: graceful steam-bent chair legs, table legs bolted and corner-braced for strength. Light maple finish. Chair seats are 11x10x10 inches high. Table 18x25x18½ inches high. 2 chairs. Easy to assemble.

79 N 9148C—Shipping weight 18 pounds. . . . . 3-piece set $10.44

GOODY LOVES

# Colonial Style

ONLY $8.88

## Beautiful Wishmaker Doll House

[1] **The Dream of Every Young "Homemaker"—An 8-Room Deluxe Doll House.** The front door opens to welcome you to over 1172 square inches of gracious living. This beautiful colonial two-story is completely furnished for the utmost in comfort and luxury with 44 pieces of realistically colored, finely detailed plastic furniture. Plenty of room for a growing family in this suburban home: living room, dining room, kitchen, bath, nursery, bedroom, utility room and sundeck. Awnings provide summertime comfort. "Redwood" and "brick" construction requires little care; "Slate" roof will last a lifetime. Exterior fully "landscaped." Of lithographed steel; turned edges. Easy to assemble without tools. *Mailable*
48 T 2788M—Abt. 44½x14¾x18¾ in. Ship. wt. 13 lbs.. **$8.88**

## Suburban Design, Exclusive Features

[2] **Six-Room Suburban Doll House Offers Ideal Family Living** at a budget price. Completely furnished with 32 pieces of modern, realistically detailed plastic furniture. The family will live comfortably in living-room-dining-room combination, kitchen, utility room, bedroom, bath, nursery and sundeck with awning. White "clapboard" and "field stone" exterior, attractively "landscaped." Made of colorfully lithographed steel with turned edges. No tools needed to assemble. *Mail.*
48 T 2786M—Abt. 18x8x15½ in. Ship. wt. 7 lbs.....Only **$3.98**

[3] **18-Piece Family**—ready to move into most any doll house. Includes parents, sister, baby, governess, plus neighborhood children and even the cat—all in realistic action poses. Father abt. 3¼ in. tall, others in proportion. Finely detailed
48 T 2730—Ivory Plastic. Ship. wt. 7 oz..... Set 93c

[4] **36-Piece Plastic Furniture Set.** Enough to furnish five rooms in style—also make wonderful "extras." Of high-impact plastic, realistically detailed with moving drawers, working parts. In bright, modern decorator colors

**Living Room:** Sofa, Club Chair, Barrel Chair, Coffee Table, End Table, Piano and Bench, Floor Lamp

**Dining Room:** Table, Four Chairs, Server, Floor Lamp, and China Closet

**Bedroom:** Two Beds, Night Table, Table Lamp, Highboy Dresser, Vanity with Mirror and Bench, Rocking Chair

**Kitchen:** Table, Two Chairs, Refrigerator, Range, Sink

**Bathroom:** Tub, Toilet and Sink with Fixtures, Hamper, Vanity with Bench
48 T 2759—Average size 3½ in. Ship. wt. 1 lb. 8 oz. Set **$2.79**

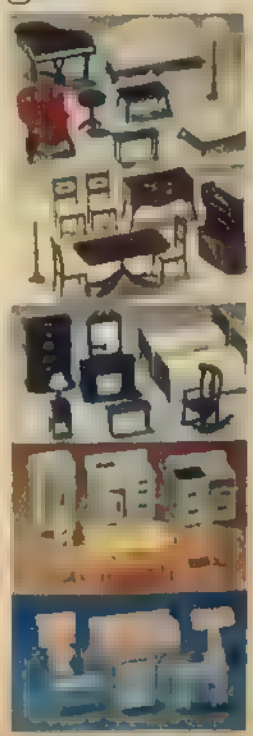
## New! Crawl-In Playhouse

[5] **A House of Their Own** provides indoor-outdoor fun for boys and girls. Playhouse is nearly 4 ft. tall, with lots of playing room. Makes a perfect home for small "mothers" and their dolls, or a clubhouse for the "gang." Sets up in a jiffy, folds flat for storage. Brightly-colored cottage of sturdy corrugated fiberboard with 3 reinforced 12x14-in. windows, double swinging doors, 18x29 in., mail slot. Freight, Truck, or Express.
48 T 2731R—Abt. 40x30x45 in. Ship. wt. 8 lbs.... .Only **$3.98**

[2] $3.98

[3] 18-Pc. Set 93c

[4]



[5] $3.98

YOUR CHOICE $4.87

## Matching Carriage and Stroller

[3] **Colorful Blue and White Doll Stroller**—just like real. Made of washable vinyl; canopy has ball fringe. Fully collapsible. Two-position seat converts into sleeper position (see sketch). With footrest and wire "shopping" basket, full chrome pusher, 29 in. high, brake. (Doll not included.) *Mailable.*
48 T 5671 M—Wt. 6 lbs. 8 oz. ■■■

[4] **Matching Doll Carriage**—perfect for small "Mothers." Body, of long-wearing blue and white washable vinyl, is 24 in. long, 10 in. wide, 7 in deep—will hold dolls up to 23 in. Full chrome pusher 28 in. from ground. Duchess shackle gear to rock dolly gently. (Doll, Cover Set not incl.) *Mailable.* Carriage Cover Sets sold below.
48 T 5661 M—Ship. wt. 7 lbs.... **$4.87**

## Plaid MATCH-MATES, Extra Big

### Tops in Comfort for the Largest Dolls

[1] **Welsh Folding Carriage**—little "Mothers" favorite in colorful Campbell Plaid. Holds dolls up to 27 in. long. Made of long-wearing coated fabric, with 4-bow hood and visor, plastic storm shield. Aluminum painted steel frame, chromed tubular undergear, tubular chrome pusher 31½ in. high. Brake, barrel spring suspension, chrome fenders. (Doll, Cover Set not included.)
48 T 5663 MO—*Mailable.* Ship. weight 15 lbs. 28x13x9 in. .....Only **$8.88**

[2] **Welsh "Winkie" Matching Folding Stroller**—grows with your child. Tubular chrome pusher adjusts from 30 to 32 in. Made of durable Campbell Plaid fabric with washable vinyl lining. Collapsible chrome tubular chassis. 2-position backrest converts to sleeping position (see sketch). With plastic tray, wire "shopping" basket, front swivel wheels. (Doll not included.)
48 T 5673 MO—*Mailable.* Shipping weight 9 lbs. Only **$8.88**

## Gay Red Folding Buggies...your choice $2.99

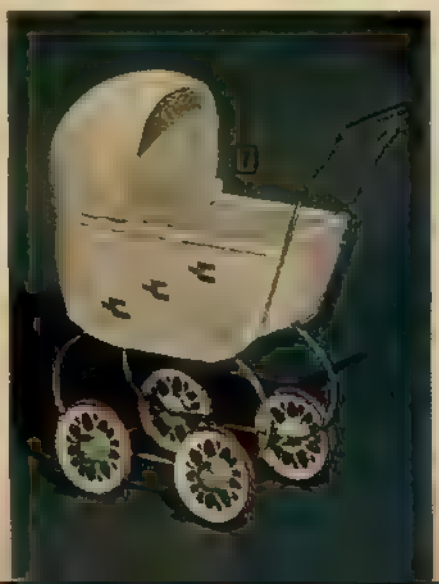
[5] **A Perfect "First" Carriage** for little girls—budget priced. Colorful vinyl body 20x8x7 in. Attractive 3-bow "flairette" hood with sun visor, full chrome pusher 24 in. from floor.
48 T 5660—Ship. wt. 6 lbs.. Only **$2.99**

[6] **Easy-to-Fold Matching Stroller** in colorful vinyl has "flairette" canopy with fringed valance and removable "shopping" bag. Full chrome pusher is 25 in. from floor.
48 T 5670—Wt. 3 lbs. 8 oz. Only **$2.99**

## White Fiber

$6.98

[7] **Any Little "Mother" Would Be Proud** to show off her dolls in this handsome white fiber doll carriage. Body of fancy woven fiber 19x9½ in., with attractive stenciled decoration. Hood tilts to any position. ⅜-in. full tubular steel gear and pusher, 26½ in. high. 6-in. spoke wheels, plastic tires.
48 T 5665 M—*Mailable.* Ship. wt. 7 lbs.... **$6.98**



[8] **4-Piece Carriage Set.** Quilted, tufted rayon taffeta comforter, 22x16 in., with matching pillow. Plastic covered mattress, 23x13 in., with matching pillow. All pieces are pink on one side, blue on the other.
48 T 4504—Wt. 1 lb. 4 oz.. .Set **$2.97**

[9] **Carriage Cover Set**—keeps dolly warm and snug while "Mommy" takes her for a stroll in her carriage. Washable satin cover is 22x28 in., can also be used in cribs and cradles. With matching pillow.
48 T 4559—Ship. wt. 1 lb... .Set **$2.79**

Save This Catalog! Order Toys 'til Oct. 1, 1963.

LOVELY LITTLE LADIES IN THEIR

# Party Best

"Charge" Any of These Lovely Dolls—
SEE PAGE 227

[1] **Cynthia Cries Real Tears,** you'll want to comfort her. She drinks, wets too. Wears nylon dress trimmed with lace, attached slip, panties, shoes, socks and has her own bottle. Fully jointed, rooted hair, sleeping eyes.
48 T 3849—About 16 in. Ship. wt. 2 lbs. **$4.77**
48 T 3997—About 20 in. Ship. wt. 3 lbs. [redacted]

[2] **Bundled Up So Warm and Cozy** in her fleecy 3-piece legging set, with dress, panties, shoes, socks, mittens. She drinks, wets. Is fully jointed. Rooted hair, sleeping eyes.
48 T 3963—With bottle. Abt. 20 in. Ship. wt. 3 lbs. . . . . **$6.44**

[3] **Carolina,** with beautifully sculptured features, sleeping eyes, rooted bouffant hair. Adorable dress, matching panties, shoes, socks. An exquisite doll.
48 T 3912—Abt. 13 in. From Italy. Ship. wt. 1 lb. . . . . **$3.49**

[4] **She's Truly A Princess** in her velveteen jumper with frilly blouse, diapers, socks, shoes. Drinks, wets, has her own bottle. Fully jointed, rooted hair, sleeping eyes.
48 T 3999 M—Abt. 25 in. Ship. wt. 3 lbs. 8 oz. *Mail*. . . . . **$5.98**

[5] **Gum Drop, Mischievous Toddler** with rooted hair to shampoo and set in different styles. Wears crisp organdy dress, taffeta slip, panties, shoes, socks. Fully jointed.
48 T 3911—Abt. 16 in. Ship. wt. 1 lb. 14 oz. . . . . **$6.44**

[6] **Regal Beauty Dressed for the Ball** in elegant nylon evening gown, hair in grown-up fashion. Panties, shoes, socks. Fully jointed, rooted hair, sleeping eyes. So pretty, dainty.
48 T 3998—Abt. 15 in. Ship. wt. 2 lbs. 3 oz. **$4.99**

SHALL WE DANCE?

CHILDHOOD'S

# Favorite Friends

18 19 **Raggedy Ann and Andy**—world's most beloved rag dolls, with lovable, cuddly bodies, gay yarn hair and twinkling shoe button eyes. Percale clothing, printed faces.

(18 **Raggedy Ann** wears cotton dress with sparkling white pinafore
48 T 4272—15 in. Wt. 1 lb. 12 oz. **$3.26**
48 T 4273—Abt. 20 in. Wt. 2 lbs. **4.19**

(19) **Raggedy Andy**—cap, shirt, pants.
48 T 4275—15 in. Wt. 1 lb. 12 oz. **$3.26**
48 T 4276—Abt. 20 in. Wt. 2 lbs.. **4.19**

20 **Tumbles the Clown** will tickle your funnybone with his zany painted face and brightly colored clown suit. Stuffed with cotton, he keeps his silly grin when hugged and squeezed. Loves rough-and-tumble play. Abt. 2. in
48 T 3995—Ship. wt. 2 lbs. 5 oz. **$4.44**

21 **Big 40-in. Dancing Doll**—almost life-size. Just press the right plastic disc at her feet she walks or dances with you. Cotton stuffed, button-in face, painted features. Yarn hair, percale dress, gay Cor. wear, child's own dresses
48 T 4056—Wt. 3 lbs. 12 oz. **$3.19**

22 **Pretty Peggy Ponytail**—cotton stuffed, makes a cuddly armful during naptime or play. Wears cotton dress, apron, has yarn hair. About 25 in. tall.
48 T 4075—Ship. wt. 2 lbs. 6 oz. ..**$1.87**

23 **One, Two, Button Her Shoe—"Teach-Me" Rag Doll** wears a jacket that unbuttons, removable dress with zipper and shoes that ready tie—encourages lots to learn to dress themselves. Her comical smiling face, under removable stocking cap, is so endearing
48 T 3994—Shipping weight . lb. 2 oz. Abt. 20 in. **$3.98**

24 **Here's That Merry Mischief Maker, Little Lulu,** the famous scamp of cartoon fame. She wears her well known red dress, hat, bouncy yarn curls, is cotton stuffed. About 14 in. tall.
48 T 4214—Ship. wt. 2 lbs. **$4.17**

25 **Animated Musical Suzy** moves in her sleep just like a real infant while Swiss music box tucked in her tummy plays a soothing lullaby. Soft rayon plush body, about 11½ in. Key wind
48 T 6630—Ship. wt. 12 oz..... **$2.98**

25 **Sleepy Head Slumbers** sweetly on her own zippered blanket. Child can use blanket for nightie, too. Hand painted face, curly yarn ringlets. Crush resist. and washable rayon plush body and blanket. About 14 in. long.
48 T 3904—Ship. wt. 1 lb. .....**$3.18**

**Be Sure to Save This Catalog. Toys May Be Ordered Until October 1, 1963. Use Your Charge—See Page 227**

## Haul sand, soil and rocks . . push down handle and hopper tilts back, dumping pay load

# All-Steel Dump Truck

You'll need it for every building project. Ball bearing pull straps and rear axle hangers let you add a real special 5 position adjustable pedals for growing boys. Body is a super of metal trays, gauge steel. Extremely rigid and heavy duty. All joints securely riveted and welded. Built to take years of rough driving. Sparrer plastic hubcaps. Metal wire spoke. Four 8 inch wheels, molded rubber tires. Yellow enamel body, 46 inches long. Shipping weight 35 pounds.

79 N 8910L . . . . . $20.88

## Fire Chief's Car $15.88 without batteries

A Sears exclusive . . . this Fire Chief's Car features a real flashing red light, gong bell. Also has gong type bell. 5 position adjustable pedals, ball bearing pull straps and rear axle hangers. 8 in. wheels, rubber tires. Steel body, 45 in. long. Red. Order 2 "C" batteries below.

79 N 8903L – Shipping weight 27 pounds. . . . . $15.88

**"C" Batteries.**

79 N 4665 – Shpg. wt. 2 oz. . . . . Each 16c, 4 for 60c

## Happi-Time Sportster $15.88

Sure to be the sharpest car on your block. Gunsight fender ornaments. Instrument panel and taillight decals, radiator ornament, red windshield, spinner hubcaps, 8 in. wheels. 5 position adjustable pedals with ball bearing pull straps and axle hangers for easy pedaling. Steel body, 36 inches long. Yellow enamel with red trim.

79 N 8901L – Shipping weight 27 pounds. $15.88

## Hook and Ladder Truck . . 2 real wood ladders . . flashing, whirring red light . . gong bell

Gangway! Here come the firemen in their new streamlined truck. Tubular frame rails, rear steer axle, 8 inch ball bearing wheels, all have 5 position adjustable pedals, ball bearing pull straps and rear axle hangers. 45 in. long steel body, keyed with white. Order two "C" batteries below.

79 N 8906L – Shipping weight 35 lbs. $21.99

**"C" Batteries** to operate flashing light.

79 N 4665 – Shpg. wt. 2 oz. . . . Each 16c, 4 for 60c

## Big 10-inch wheels . . semi-pneumatic tires cushion your ride in this TIN LIZZIE

Bright Kelly green, yellow trim and old fashioned black running board, fenders and wheels. Fording windshield, ball bearing, rash guard ornament. Lenses "headlights". Adjustable pedals with ball bearing rear axle supports allow for more leg room as your boy grows. Improved drive gear eliminates back center. Short turning radius. 34 in. long steel body.

79 N 8913L – Shipping weight 34 lbs. $19.88

## Compact Tee Bird Auto $9.99

Has that cool sports look. Pedals easily, ball bearing pull straps and axle hangers. Adjustable pedals. Red and white wheels with rubber tires. Jet type steering wheel. Sturdy steel body, 43 inches long. Black body with white trim.

79 N 8952L – Shipping weight 25 pounds. . . . . $9.99

*All items on this page partially assembled.*

## FORT APACHE

**Shoot side by side with settlers as redskin braves ambush the wagon train . . protect the stockade . . two cannon actually shoot tiny shells**

196 pieces **$7.98**

It's an Indian attack! Fix your posts . . man the blockhouses and lookout tower of this famous cavalry outpost. Patrol the catwalk along stockade walls. Steel mesh fences building is 12x4x11 inches high. Include 20 cavalrymen, 4o Indians, 12 horses, 3 tepees. Also 18 pieces to build big stockade, 4 scaling poles to 2 weapons, well with bucket, plus 89 pieces of cavalry equipment, etc. Plus shells are plastic cartridges of 3 different metal plastic.

79 N 5962C Shipping weight 6 pounds Set $7.98

## THE ALAMO

**Scale the fortress . . fire 5 cannon . . help 30 Texas Ranchers battle 36 invading soldiers**

110 pieces **$5.98**

True-to-life reproduction sets the scene just as you saw it on TV and in movies. Mud fortress is realistically detailed from fighting platform walls to swinging gate and covers an area of about 32x21 inches.

You get 66 men; 5 shooting cannon with plastic shells, 9 horses in action poses, accessories such as trees, cactus, flag, fagots, assault ladders, well, etc. Soldiers 2⅛ inches high. Figures, horses, cannon molded in 3-dimensional plastic.

79 N 5976C Shipping weight 5 pounds . . . $5.98

**NOTE** Pieces in sets on both pages may vary slightly but you will receive total number of pieces stated.

## Friction-powered Highway Fleet
## 29-piece All-steel Set

**$7.88**

Highway fleet well qualified to handle diversified [illegible] for long transport runs. Set includes 9½ in. cab-over with [illegible] Jaguar.

49 N 5829 Shpg. wt. 5 lbs. 8 oz. Set $7.88

**25 pc. Combat Set** Made of [illegible] rubber like vinyl. Includes 2 trucks with movable parts, 5 in. long; 2 motorcycle cars with machine gun mountings 6½ in. long; 2 motorcycles with pulling trailers 9 in. long; 2 figures to represent ready soldiers.

49 N 5575 Shpg. wt. 2 lbs. Set $1.99

**23-pc. Road Construction Set** of rubber like vinyl. Fits light truck with movable boom, bulldozer with moving track and blade, road roller with tamper; two dump trucks, crane shovel, roadscraper earth mover, each 7 to 11 inches long, plus attachments, road signs and 4 workers.

49 N 5488 Wt. 3 lbs. 5 oz... Set $3.95

## 22-piece Service Station

[illegible] metal diecast metal cars. Dual gas pumps [illegible] lever-action grease rack. Six 4-in. cars [illegible] gas truck with rotating tires [illegible] animated [illegible] action signs.

49 N 5486 Shpg. wt. [illegible] Set $3.99

## Sportsman 15-pc. Vacation Set

Whiz down road with five 5¾ in. cars with rear hitches, 5 trailers (house, horse, boat, racer U Haul) horse, 2 boats, racer, pick-up truck camper top. Metal and plastic. Rubber tires.

49 N 5495 Shpg. wt. 2 lbs. Set $3.99

1 $5.99

## Miniature Vehicle Sets

**$4.59**

**Models of Yesteryear** [illegible] of 5. Each [illegible] replica of [illegible] Collector's items and toys. Die-cast metal. England.

49 N 6381 Shpg. weight 12 ounces ..... Box $4.59

**$2.69**

**30-piece Set of Vehicles.** Fleet [illegible] lots of sights to see. [illegible] and colorful cars, trucks, planes. Miniature save-a-scene [illegible] Die-cast metal. 1¾ in. long. From Japan.

49 N 2165—Shpg. wt. 1 lb. 4 oz. Set $2.69

2 $2.95

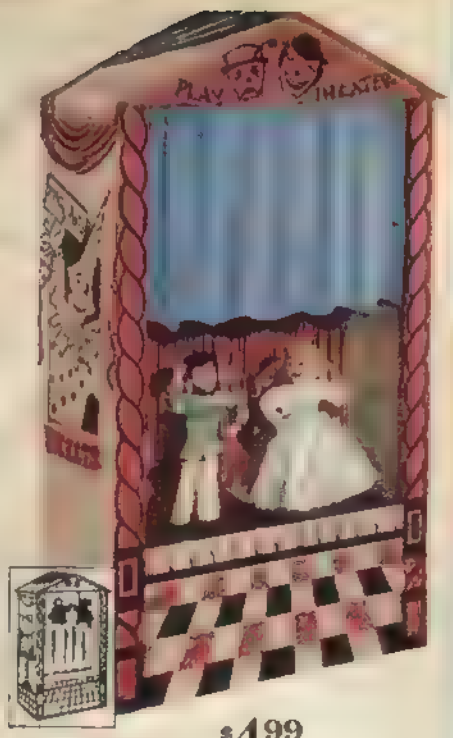
## Fascinating Wind-up Toys with lots of action

1 **Flintstone Hand Car on Base.** Fred Flintstone and Barney man the plastic hand car, powered by a clock type motor as it zips around. Bedrock, the prehistoric town of TV fame, on 2½x2¾-inch plastic base.

79 N 5784 Shpg. wt. 3 lbs. ..... $5.99

2 **Cable Car** [illegible] rides [illegible] and through [illegible] from [illegible] mountain top and back again. Long-running clock spring motor. In base. Set 18½x7¾ in. wide. From West Germany.

49 N 4202 Shpg. wt. 1 lb. 13 oz. $2.95




$4.99

5-foot Playtheater

Hang the gay plastic curtain from the top and there's the stage, ready for a marionette [illegible]. Bright plastic curtain [illegible]. Big [illegible] inches tall [illegible] performing room [illegible] puppeteers.

[illegible] sturdy [illegible] hardboard [illegible] puppeteers. [illegible] Unbreakable [illegible] molded. Shipping weight 7 pounds.

79 N 4989C $4.99

# Lights up

**Puppets perform before real footlights**

[1] $9.79

[2] $15.79

## Sturdily made of hardwood and hardboard

**Happi-Time Footlights Theater designed for use as a hand puppet or marionette playhouse by lifting out stage floor. Four C7½ footlights (included) light stage for realistic performances. Sliding "curtain" panels add professional touch.**

[1] **Table Model, 24 inches high.** Makes excellent use of limited space for playtime entertainment; easy to store. Youngsters can act out exciting stories with either hand puppets or marionettes in front of castle background scene. Royalty red, yellow trim. UL approved 110-120-volt AC; 6-ft. cord. Stage 21x8-in. Assembles easily with 8 wood screws. Puppets not included.
79 N 5073C—Shipping weight 13 pounds .... $9.79

[2] **Floor Model, 49 in. high.** Comes complete with two interchangeable background scenes—a castle scene and a forest scene—for a wide variety of thrilling action stories. Royalty red with yellow curtain panels. UL approved 110-120 volt AC, 6-ft. cord. Stage size 21x8-in. Height to stage 21½ inches. Assembles easily with 8 screws. Puppets not included.
79 N 5192L Shipping weight 21 pounds.... $15.79

One-hand control

## Gund Marionettes $3.59

Start junior puppeteers with famous characters. Simple, one-hand control gives [illegible] feet of hard plastic [illegible] costumes. 12 inches high. Shipping weight each 10 ounces.

(3) 49 N 6130—Jiminy Cricket..... $3.59
(4) 49 N 6131 Mickey Mouse ..... 3.59
(5) 49 N 6132 Popeye..... 3.59
(6) 49 N 6133—Olive Oyl..... 3.59

## Push-button Puppinettes®

**Easy-to-operate paddle control**
**Oversized bodies soft to hug**

$6.49 each

[7] [8] [9]

[10]

Lovable, extra large puppets with a new idea in animation. Push button keys on sturdy plastic paddle produce comic actions. Tangleproof strings, 14 in. tall, will [illegible]. Bodies of cotton felt, rayon plush or rayon plush and cotton, fabric combinations [illegible].

[7] **Raggedy Ann.** All cotton fabrics. Shipping weight 1 lb. 12 oz.
49 N 6126 $6.49

[8] **Terrier Mutt.** Rayon plush. Shipping weight 2 lbs.
49 N 6127 $6.49

[9] **Fred Flintstone.** Rayon plush body, vinyl head. Shpg. wt. 2 lb.
49 N 6128 ..... $6.49

[ ] **Yogi Bear.** Rayon plush body, vinyl head. Shpg. wt. 2 lbs.
49 N 6129.. .. ..... .... $6.49

# HAND PUPPETS

## *We can wave, nod, bow*

### Animal Puppets . . so realistic we seem to come alive — $2.49 each

Beautiful cuddly creatures made in West Germany. Fur-look bodies are backs of soft plush . . 58% wool and 42% cotton on cotton backing. Heads firmly stuffed with excelsior . . seem so natural. Real looking glass eyes. Embroidered or hand decorated facial features. 9 to 10½ inches tall.

(1) 49 N 6102 Monkey
(2) 49 N 6103 Bear
(3) 49 N 6104 Kitten
(4) 49 N 6105—Horse
(5) 49 N 6106—Lion
(6) 49 N 6101—Terrier

Shipping weight 8 ounces ..... Each $2.49

### Glove Puppets . . full-length bodies for life-like walking, dancing — $1.99 each

Almost as much animation as a marionette. Cotton "costumes" in bright colors and prints. Vinyl heads with expressive flexible mouths. Black plastic eyes. Heads remove easily to permit laundering. 13 to 14 inches tall.

(7) 49 N 6107—Green Crocodile
(8) 49 N 6108 Tan Chipmunk
(9) 49 N 6109 Blue Jay
(10) 49 N 6111—Gold Fish
(11) 49 N 6112 Green Frog
(12) 49 N 6110 Red Dragon

Shipping weight 8 ounces ..... Each $1.99

### TV Cartoon Puppets . . bring your favorite characters to life — 94¢ each

Molded vinyl heads. Bright colored cotton percale bodies with cotton felt trousers and a hooded. 10 inches tall.

(13) 49 N 6113 Yogi Bear
(14) 49 N 6114 Huckleberry Hound
(15) 49 N 6115 Dixie Mouse
(16) 49 N 6116 Dixie Mouse
(17) 49 N 6118 Quick Draw McGraw
(18) 49 N 6119 Fred Flintstone
(19) 49 N 6120 Barney Rubble
(20) 49 N 6121 Dino the Dinosaur
(21) 49 N 6117 Boo-Boo the Clown

Shipping weight 6 ounces ..... Each 94¢

*Charge it if you wish . . see pages 241 and 242*

## FAMOUS PUPPET SETS

### Puppet Theater, 4 Puppets, Record, Scenery to Color — $7.44 Set

Easy to set up stage of corrugated fiberboard. 51 inches tall; 39 inches wide at roof, 28 inches at stage. Cotton felt puppets . . Foxy Fox, Happy Hippo, George Giraffe, Ziggy Zebra. Scripts for two people with corresponding 45 RPM record contain 4 complete puppet shows with character voices and sound effects. All necessary scenery beautifully drawn on 4 cardboard sheets . . ready to color and cut out.

*70* N 6122C—Shipping weight 6 pounds. ..... Set $7.44

### Walt Disney — $3.99

Mickey and Minnie Mouse, Donald Duck and Pluto chatter through these scenes. Soft vinyl heads and cotton bodies. Box converts to stage. Ship. wt. 1 lb. 12 oz.

49 N 5031 Set $3.99

### TV's Shari Lewis — $2.99

Lovable comic characters. Yours to star on TV . . lives with Lamb Chop, Charlie Horse, Hush Puppy, soft vinyl heads, cotton bodies, knees bend. Wt. 1 lb.

49 N 5193 Set $2.99

### Billy Goon — $1.99

Goon, Bill and Alligator designed by famous puppeteer Bil Baird. Vinyl heads, cotton knit sleeve bodies. Ship. wt. 1 lb.

49 N 5038 Set $1.99

Hazelle Marionettes have "airplane" control for greatest range of action. Bar separates from main control to operate both the hands and the feet.

## Beautifully dressed Marionettes with mouths that move

## $6.89 to $8.89

**Hazelle Marionettes.** Arms and legs move realistically with cloth-bound joints. Mouths open, closes at flick of string. Heads, hands, feet molded of Tenite® plastic. Elaborate costumes, lifelike hair. 15 to 17 in. tall. Horse, dragon do not talk"; made of molded vinyl plastic and cotton felt. Shpg. wt. each 1 lb. 4 oz.

| | | |
|---|---|---|
| (1) | 49 N 6140—Prince | $8.89 |
| (2) | 49 N 6141—Princess | 8.89 |
| (3) | 49 N 6143—Blue Fairy | 8.89 |
| (4) | 49 N 6142—Pinocchio | 6.89 |
| (5) | 49 N 6144—Hansel | 6.89 |
| (6) | 49 N 6145—Gretel | 6.89 |
| (7) | 49 N 6148—Robin Hood | 6.89 |
| (8) | 49 N 6147—Dragon, 24 in. long | 6.89 |
| (12) | 49 N 6146—Horse, 10 in. high | 8.89 |

**Best Pelham Marionettes.** Charming storybook characters talk at flick of a concealed string on the tangle-free crossbar control. Hand decorated wood heads, full jointed bodies, elaborate costumes each carries an accessory. 12 inches tall. From England. Made for ages 8 and up.

| | | |
|---|---|---|
| (9) | 49 N 6123—Witch | |
| 10 | 49 N 6124—Old Lady | |
| 11 | 49 N 6125—MacBeezle | |

Wt. each, 1 lb. 2 oz. $7.99

### Molded Wood Heads $6.89

Beautifully costumed Pelham marionettes are reproductions of fairy tale characters. Molded wood composition heads. Bodies are fully jointed. All are hand made in England. Each stands about 12 inches tall. Tangle proof animation makes it easy for ages 8 and up to control them. Illustrated instructions included.

| | | | |
|---|---|---|---|
| (13) | 49 N 5049—Pinocchio | (16) | 49 N 6135—Cinderella |
| (14) | 49 N 6134—Gepetto | (17) | 49 N 6136—Prince Charming |
| (15) | 49 N 5048—Gretel | (18) | 49 N 5047—Hansel |

Shipping weight each one pound ..... $6.89

### Round Wood Heads $5.49

Good quality Marionettes designed by famed puppet master Bob Pelham of England. Could be the start of a lifetime hobby for ages 8 and up. Hand painted round wood heads. Fully jointed wood bodies. Complete with necessary controls for lifelike, tangle-free animation. 12 inches tall. Instructions.

| | | | |
|---|---|---|---|
| (19) | 49 N 6137—Tyrolean Girl | (22) | 49 N 5111—Mitzi |
| (20) | 49 N 6138—Tyrolean Boy | (23) | 49 N 5157—Clown |
| (21) | 49 N 5110—Fritzi | | |

Shipping weight 1 pound . . . . . Each $5.49

## Costumes for parties, plays—even Easter

**Your choice $1.88 each**

Fit over regular clothing. Treated fabrics temporarily retar flame. Cinderell and Blue Fairy in 3 sizes for ages 4 to 14. Bunny in 1 size ages 3 to 5

**Cinderella.** Beautiful rayon outfit with sparkling glitter. Tiara accent. Lace mask. Shpg wt 1 lb. *State size S, M or L, see below.*
49 N 722F ..... $1.88

**Blue Fairy.** Bright rayon outfit, silver-color glitter. Glamorous mask, wand. Wt 1 lb. *State size S, M or L, see below.*
49 N 767F ..... $1.88

**Bunny.** Cotton [illegible] with jingle bell. Long eared hood, rolling eyes. Wt 12 oz.
49 N 768 ..... $1.88

SIZE CHART for Cinderella and Blue Fairy. *State size S, M or L.*

| Child's size | Small (4 to 6) | Medium (8 to 10) | Large (12 to 14) |
|---|---|---|---|
| Height in | 35 to 42 inches | 43 to 51 inches | 52 to 60 inches |

## Girls' Wigs made of such fine quality they actually can be washed and set

**$3.99 each**

Little girls can have fun playing the part of a glamorous blonde. A great deal for parties or plays. Wigs arrive in fashionable style. To change hairdo, just shampoo, comb and restyle to any fashion you want.

Glistening acetate fiber is flame retardant. Has cool mesh backing. Inner elastic band expands to fit all sizes. Wig not returnable if worn.

49 N 1434 Platinum blonde. Shipping weight 12 ounces ..... $3.99
49 N 1435—Ginger (straw blonde). Shipping weight 12 ounces ..... 3.99

## Inflatable Toys by IDEAL

## Hit 'em . . Roly Poly Toys squeak —yet bounce right back for more

**$1.66 each**

Watch these gay, colorful "acrobats" keep their balance as they rock back and forth. Hit 'em, squeeze or squeeze 'em to hear them sound off. Smooth heat-sealed vinyl takes lots of abuse. Bottom is weighted with sand. Easy to inflate by mouth. Valves push flush into body.

**Mickey Mouse** stands on his hands atop a big ball. 21 inches high.
49 N 6160 –Shipping weight 1 pound 4 ounces ..... $1.66

**Bozo the Clown** balances with one foot on a barrel. 26 inches high.
49 N 6162—Shipping weight 1 pound 2 ounces ..... 1.66

**Smokey the Bear** stands guard over our forests. 24 inches tall.
49 N 6163 –Shipping weight 1 pound 4 ounces ..... 1.66

## Hear Jumbo-size Playmates squeak when you punch, hug or wrestle with 'em

**$2.44 each**

**Dumbo.** Disney's famous elephant who learned to "fly". Has floppy ears, up-turned trunk and laughable bulky appearance to delight tot or teen. Inflates by mouth. Valve pushes flush into heat-sealed vinyl body. 32 inches tall.
49 N 6164 Shipping weigh. 12 ounces $2.44

**Pinocchio.** Disney's mischievous "hero" whose nose grew longer the closer [illegible] has wide eyes, [illegible] that [illegible] something [illegible] days with [illegible] Smooth heat-sealed vinyl. Inflates by mouth. Valve pushes flush into body. 27 inches tall.
49 N 6165—Shipping weight 12 oz. $2.44

# Build Plastic Scale Model Cars for "show"..

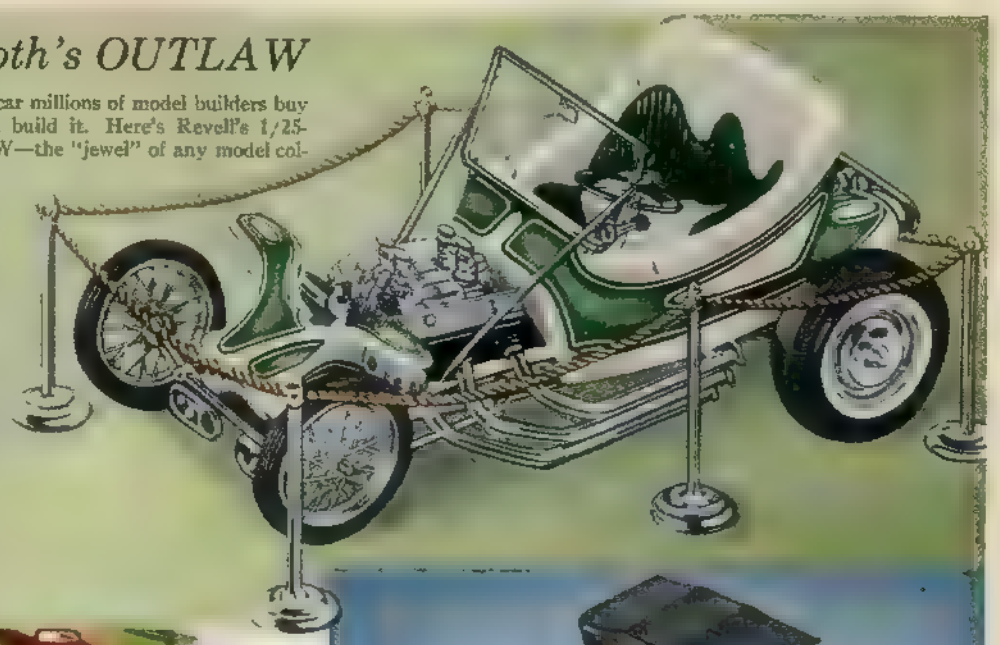
## *Ed "Big Daddy" Roth's OUTLAW*

America's most publicized show car—the car millions of model builders buy auto show tickets to see. Now they can build it. Here's Revell's 1/25-scale model of the 10.3-foot real OUTLAW—the "jewel" of any model collection. Loaded with "goodies" and many chrome-color parts . . even includes hot-rod designer Roth's own original decals, customizing hints.

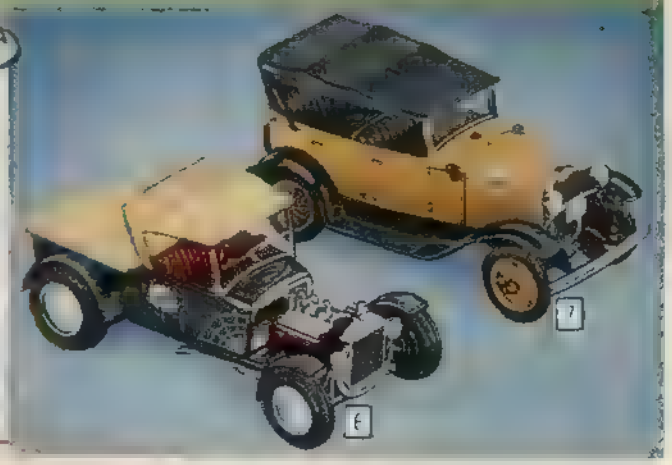
**Only $1.37**

Just look at all these "crazy" features . 50 Cadillac V-8 engine . . '48 Ford rear end . '58 Chevy tail light . . '56 Chevy lenses . . '27 Dodge windshields . . '59 Rambler headlights . . custom molded interior . . motorcycle wheels on front . . rear whitewalls . . chrome-color Roth-designed frame. 5 inches long. Includes chrome-color stanchions, plaque and trophy to give it a real center stage look.

49 N 6483—Shipping weight 8 oz.. $1.37

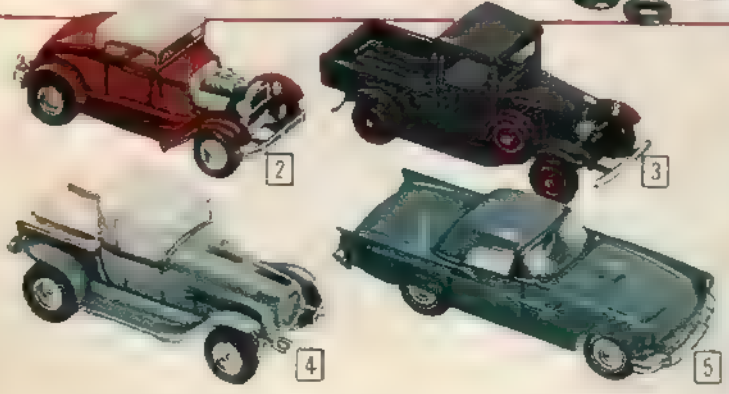


1



6

7



2

3

4

5

## AMT 3-in-1 Trophy Series

### With more parts than you need to build 1 of 3 styles

Ford vintage models (1) to (4) include all the parts and accessories for assembling them as stock, custom or competition. All 1/25 scale. Styrene plastic with decals, soft tires that roll. Many parts vacuum-plated in shiny chrome color

1 **'49 Ford Club Coupe.** Includes 'Cad" engine, stock engine . . extra hoods, seats, wheels. 8 inches.
49 N 6401—Shipping weight 11 oz. 99c

2 **'32 Ford Roadster.** 2 engines, custom and hod-rod goodies. 6 inches.
49 N 6404—Shipping weight 11 oz. 99c

3 **'34 Ford Pickup.** A stock, custom or service truck. 7 inches long
49 N 6402—Shipping weight 10 oz. 99c

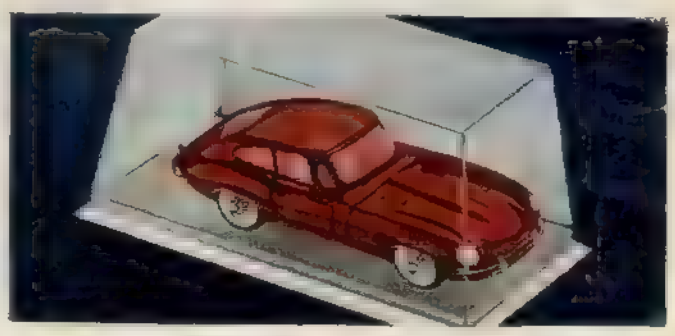
4 **'29 Ford Ala Kart.** Enough parts to build 2 complete cars: Model A Roadster, famous Ala Kart. 6 inches.
49 N 6405—Shipping weight 11 oz. $1.47

5 **1957 Thunderbird.** Not 3 in-1 Trophy Series, but fine for beginners. 34 pieces. One-piece chassis body, interior, wheels. With trophy. 7 inches long
49 N 6403—Shipping weight 6 ounces . . . . 77c

### Popular 1/24-scale Classic Cars by Monogram

6 **Black Widow.** Modified rod model of the Ford "T" pickup with truck body. 50 plastic pieces. 21 parts in chrome color. Rolls on rubber-like tires with steel axle. Pin stripe and spider web decals. 6 inches long
49 N 6418—Shpg. wt. 9 oz.. 99c

7 **1930 Ford Phaeton.** Customize in any 1 of 4 versions—classic Model A, flashy street hot rod, sleek dragster or famed "Jalopy". 125 plastic pieces with 38 chrome-color parts, extra tires, wheels and fenders. 7 inches long
49 N 6419—Shpg. wt. 11 oz. $1.47



**XKE Jaguar 99c** without case

What a beauty. One of the hottest sport cars in the world today. Styrene plastic with chrome-color and clear-color parts. Fine detailing. 1/25 scale. 6¾ inches long. By Aurora. Display case not incl.
49 N 6406—Shpg. wt. 10 oz. . 99c

**Display Case 67c**

Clear plastic case shows off any car up to 9⅛ in. long. Keeps dust away . . helps prevent damage. Transparent base shows undercarriage, has holes for rubber bands. About 10x4⅝x3⅝ inches high. No car.
49 N 6395—Shpg. wt. 10 oz.. . 67c

# *Flight 90* READY FOR DEPARTURE

**A GOODY EXCLUSIVE . . .**

## Wishmaker International Jet Airport

## $7.88

- Complete Operating Set-Up
- Commercial and Private Planes
- Fully Equipped Terminal
- Service Trucks, Ground Crew, Many Other Accessories
- Over 80 Pieces In All

(A) **Big, Bustling Airport Set—Exclusive at Wards!** Completely equipped for jet-age travel. Large modern terminal building has control tower with radar screen and roomy hangar for big transports and passenger jets. Small hangar houses the "private planes" at your air field. Buildings of brightly lithographed metal; easy to assemble. Polyethylene layout sheet, 27½x42 in., has runways, "landing lights," taxiing and parking areas all marked.

**Planes Galore Plus Many Figures and Accessories.** Big jet passenger plane, Bonanza, Tri-Pacers, Twin Block Helicopters, Jets. Over 15 figures—pilots, ground crew, traffic dispatchers. Service trucks, baggage carriers, other vehicles. Also includes fence, weather vane, lamp posts, boarding stairway, many more realistic accessories. Over 80 pieces in all!
48 T 2752 M—Ship. wt. 5 lbs. *Mailable*..... Set $7.88

**CONQUER**

## Outer Space

**Moon Base Set—65 Pcs.** *You've Seen It On TV!* **$8.98**

(B) **Exciting Space Platform on the Moon!** Watch astronauts in space planes and capsules landing on the moon's surface, operating this intriguing scientific base with the exciting background of a lunar mountain range.

**Space Vehicles and Equipment Include:** Rocket Launching Pad, Missiles, Space Capsule, Missile-Carrier Truck, Fuel Transporter, Moon Bulldozer, many more.

**Revolving Platform Whirls Overhead** as scientists operate special electronic devices to detect "lunar vibrations." A group of "Moon Men" watch as these earth visitors perform their tasks.

**Radar Screen, Interplanetary Communication Equipment,** storage boxes, many other accessories. All colorfully detailed, molded of durable Polyethylene plastic.
48 T 2774 M—Ship. wt. 7 lbs. *Mailable*.....Set $8.98

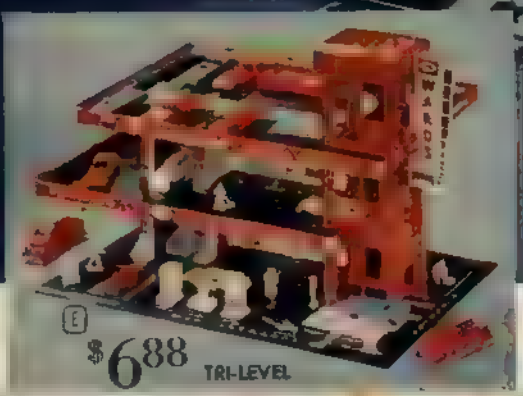
**SAVE THIS CATALOG. Toys will be available until Oct. 1, 1963**

# NEW!

## GIANT 5 LEVEL *Service Station*

$9.88

- Electric Elevator
- Tow Truck
- Grease Rack
- Curved Ramps




(E) $6.88 TRI-LEVEL

GOODY RECOMMENDS

# Riverside

## Service Stations WITH ELECTRIC ELEVATORS

(D) (E) **Riverside Service Stations to Delight Young "Mechanics"** Electrically-operated elevator shafts lift cars to upper floor parking areas. Curved ramps return cars to street level. Elevators need 1 "D" battery (not incl.—order on Page 345). *Easy to assemble.*

**Both Riverside Stations Equipped With These Accessories:**

| | | | |
|---|---|---|---|
| 11 plastic cars (assorted) | 2 car ejectors | 2 gas pumps | Car lift |
| 5 service attendants | Tire display rack | Grease pump | Jeep |
| Sheet of decals | Oil rack | Tire pump | Service Truck |
| Montgomery Ward sign | Battery rack | Tire jack | Tow Truck |

(D) **Giant 5-Level Station.** 3 parking levels, 2 complete service floors. Bright 4-color lithographed metal, 26½x14½x26½ in.
48 T 2767 M—Mailable. Ship. wt. 12 lbs. **$9.88**

(E) **Deluxe Tri-Level Station.** 2 parking levels, 1 service floor. Colorfully lithographed metal, 23¾x14¼x16½ in.
48 T 2733 M—Mail. Ship. wt. 10 lbs. **$6.88**

**Extra Cars for Stations Above 89c**

(F) **Set of 10 Extra Sports Cars.** Increase the "business" at your service station with additional cars. Friction drive models with rubber tires. Made of heavy gauge steel with bright enamel finish in assorted colors. Each about 3x1x1¼ in.
48 T 2729—Ship. wt. 11 oz. 10-Car Set Only **89c**

**Shop The Easy Way: Just Say "Charge It." See Page 227.**

New 75 hp Sea Horse
Electramatic Motor

# Meet water skiing's 5-Star Admiral!

**Shifts automatically, electrically! Most responsive outboard ever built!**

Want blistering pick-up for skiing? Want big dig for big loads? Trust this new 75 hp Super Sea-Horse V-engine. Revolutionary new electric clutch engages in a split-second . . . makes this the most responsive outboard ever built! Other features: 20 ampere alternator generator; 5-way super-silencing; a healthy 89.5 cu. in. displacement for impressive reserve power and longer engine life. Your Johnson dealer's listed in the Yellow Pages. See him soon. Other models to check out: the 28 hp "Convertible" and the new Johnson Compacts at 18, 10, 5½ and 3 hp. For free catalog, write: Johnson Motors, 1339 Pershing Rd., Waukegan, Ill., Division of Outboard Marine Corp.

**JOHNSON First in Dependability**

**Exclusive Electramatic Drive**

Outboarding's first truly automatic transmission. Unique directional throttle (no extra charge) controls both gas and gears. Makes driving sure, docking easy. Available at 75 and 40 hp.

## Cavalry Charge . . take the hill with sabers raised and carbines firing

**9-piece Civil War Set $4.99**

Authentically detailed 27 in. rifle and 9 in. pistol are caps and plastic bullets. 26 in. plastic saber fits into scabbard. Belt hanger hooks on. Belt with ammo case fits almost any child's waist. Blue or gray wool felt hat. Infantry set covered with fragrant oil plastic bullets. 4 firing pins. Weapons, holster, belt are plastic. Shpg. wt. 3 lbs.

79 N 2706C Blue Cavalry Set
79 N 2707C Gray Cavalry Set ...ach $4.99

**Johnny Reb Scattergun Set $5.99**

Models after TV's Johnny Yuma outfit. 21 in. 2 barrel gun fires 2 rolls of caps separately or together. Includes cap firing miniature wrist gun and 10" gun; pistol-carbine holsters, adjustable hat, 6 plastic bullets, "eagle's claw" necklace, play money. Fits 18" dolls. Guns are metal and plastic.

49 N 2737 Shipping weight 5 pounds. Set $5.99



**Detective Set has Chopper Tommy Gun . . "bullet" shooting metal cap pistol . . slim trim shoulder holster . . ammo . . badge and wallet $3.69**

Complete law enforcement arsenal at a big, low price. "Chopper" Tommy Gun makes realistic machine gun chatter, has pull-back bolt action and revolving barrel. Snub-nose .38 pistol fires caps and soft plastic bullets at same time. Has revolving cylinder. "Chopper" holster and metal 19 inches long. Shoulder holster, wallet and detective badge. 10 plastic bullets included.

49 N 2639 –Shipping weight 2 lbs. 2 oz. ..... Set $3.69

**Pistol and shoulder holster only.** With bullets.
49 N 2678 –Shipping weight 1 lb. 2 oz. ..... Set 1.99

NOTE: Cannot be used with any cap-firing toy.

**Civil War Cannon really shoots . . caisson is drawn by 4 horses**

**$3.99**

Hold your ground, retreat or attack with this big 19-in. cannon because horses give you mobility. When ready to shoot, unhitch caisson, muzzle load one of the 6 shells, elevate cannon till it's on target and FIRE. Shoots up to 25 ft. Includes bronze-color cannon, caisson, 4 horses, 6 shells. Break-resistant plastic. 40 in. long over all.

79 N 5131C –Shipping weight 4 lbs. ..Set $3.99

**Johnny Reb Cannon shoots shells up to 35 feet!**

You don't have to wait for the whites of their eyes before shooting with this long range 30-inch bore. Molded plastic, muzzle loading cannon, ramrod, 6 plastic cannon balls, lanyard, tow rope, Confederate flag.

79 N 5006C –Shpg. wt. 7 lbs. ..... Set $8.66

**Mattel's Dick Tracy Patrol Squad Set**

25-in. Tommy Burst gun fires real caps. Has sliding bolt action for firing burst or single shot. Snub-nose .38 fires 6 plastic "Bullseye" shells. Includes 6 caps, 12 plastic bullets, pistol-carbine holster that can be pistol or stock or both. Kids two hold.

77 N 26 9C ..... Set $4.44

# 190-piece PLAYSKOOL Building Sets with extra-big 37x37-inch layouts

*Sold only at Sears*

**Either set**

**$6.95**

**Toy Village** It's a busy, busy wonderland of fun-creating imagination in this set of village [illegible]. The extra-large set actually contains over 190 pieces complete with stenciled blocks of [illegible] roofs, textiles, [illegible] and trees all of sturdy hardwood. Large 37x37-inch street layout makes it easy to build. Rubberized [illegible] for neat storage of all pieces. Use with Railroad [illegible] page 425. For [illegible] ages 2 to 5.

49 N 4639 [illegible] Set. Shpg. weight 6 lbs. $6.95

49 N 47 6 120-piece Set. 32x32-inch Layout. Shpg. wt. 4 lbs. 4.95

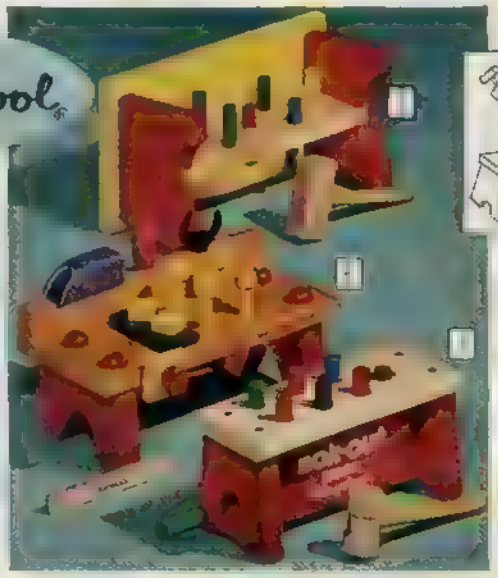
**120-piece set 32x32-inch layout**

**$4.95**

**Vacationland.** Landlubbers and the nautical minded, too, will have an amusing time developing [illegible] playgrounds. There are [illegible] resort and camping cabins as well as boats, docks and bathing beaches. Set contains over 190 wood blocks and parts in various shapes and sizes. Young vacationeers will arrange and rearrange sturdy cabins at large 37x37-inch layout, always [illegible] cotton-tail storage bag. For [illegible] ages 2 to 5.

49 N 4770 190-piece Set. Shpg. weight 6 pounds $6.95

49 N 4767 120-piece Set. 32x32-inch Layout. Shpg. wt. 4 lbs. 4.95



**1 "Old Woman in Shoe" Lacing Boot.** Helps teach tots to lace [illegible] lacing. Children learn [illegible] Wood [illegible] 6 children. Wash [illegible] be popped [illegible] through windows or [illegible] and more snug [illegible] the right by pressing [illegible] Wood [illegible] Ages 2 and [illegible]

49 N 4628 Shpg. wt. 1 lb. 8 oz. $2.44

**2 Postal Station** 12 [illegible] 4 shapes for youngster to "mail". Child can [illegible] correct holes. He can [illegible] then [illegible] door to [illegible] door to [illegible] stronger [illegible] new. 7x6x11 [illegible] high. Designed for ages 1½ to 5.

49 N 4739 Wt. 2 lbs. 10 oz. $2.99

**3 Wood Landscape Peg Set.** Children love the brightly stenciled [illegible] colorful figures. They can rearrange houses, trees, cars, etc. Board measures 11x11 [illegible] Design folder [illegible] Ages 3 to 6.

49 N 4735 Wt. 1 lb. 10 oz. $1.77

**4 Play Telephone** Almost like [illegible] real [illegible] phone. Mouthpiece [illegible] 2 dials. Chart [illegible] Number [illegible] when [illegible] Dial turns [illegible] stands by itself [illegible] floor level. For ages [illegible] to 3½.

49 N 4589 Shpg. wt. 4 lbs. $3.95

**5 Pounding Bench and Stool.** Sold only at Sears. Set upright . . it's a stool. Tucks [illegible] easy to carry, wash and store. Turn [illegible] it's a rugged pounding bench [illegible] screwdriver segments proportioned. All wood. 7 ugly hardwood mallet. 12x6½x5½ inches. Designed for ages 2 to 5.

49 N 4723 Shpg. wt. [illegible] $2.65

**6 Workbench.** Little carpenters develop hand coordination pounding [illegible] tacking [illegible] Play [illegible] bolts, nuts, clever hammer, screwdriver screwdriver. Screws remove from ends of 11½x5½ bench. All wood. For ages 2 to 5.

49 N 4721 Shpg. wt. 2 lbs. [illegible] $1.88

**7 Nok-out Bench and Mallet.** Hear his daughter as he pounds to his heart's content. Sturdy [illegible] bright wood with [illegible] mallet hits [illegible] sound [illegible] Ages [illegible] Designed for ages 2 to 5.

49 N 4727 Shpg. wt. [illegible] $1.88

**8 Roly Color Stack.** 6 [illegible] nated hardwood rings. They [illegible] sequence [illegible] base. Height 5½ [illegible] base 4 [illegible] For ages 3 to 18 months.

49 N 4591 Shpg. wt. 12 oz. 84c

# *Mattel Talking Dolls*

MEET CHATTY BABY
$11.44

(6) **Chatty Baby**—she's quite a charming chatterbox she talks baby talk, cries and laughs when you pull her string and "Cookie all gone" You never know what she'll say next. You can curl and brush her rooted hair, she's fully jointed with sleeping eyes. Dressed in romper with playtime supper bib and bear. Ability: She has a thirty word talking order below. Batteries not required. Page 275
48 T [illegible] Ship. wt. 3 lbs. 3 oz. **$11.44**

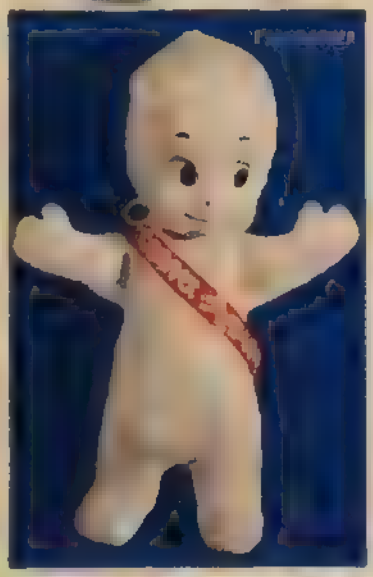
(7) **Overalls** with attached feet, tee shirt for playtime wear
48 T 4012 Outfit Ship. wt. 6 oz. **$2.44**

(8) **Leotards with Velvet Feet,** smock, bib with her name on it, telephone rattle to entertain her
48 T 4055 Outfit. Ship. wt. 6 oz. **$2.77**

(9) **Zippered Sleeper,** blanket, rattle
48 T 4053 —Outfit. Wt. 6 oz. **$2.77**

(10) **2 Piece Playsuit** with terrycloth bib, ruffled panties, booties.
48 T 4054-Outfit. Ship. wt. 6 oz. **$1.94**

(11) (12) **Chatty Cathy, Chatty Baby's Big Sister**—just pull the "magic ring," she says "I love you", "Come, my hair." She has her own pajamas in her own dress, shoes, socks, panties. Fully jointed, rooted hair. Sleeping eyes. Ability: When other dolls say "I love you" see her pretty Easter Bed on Page 275
(11) 48 T 4021 Blonde hair
Ship. wt. 3 lbs. 1 oz. **$10.77**
(12) 48 T 3471 Brunette hair
Ship. wt. 3 lbs. 1 oz. **$10.77**



I'M CHATTY CATHY
$10.77

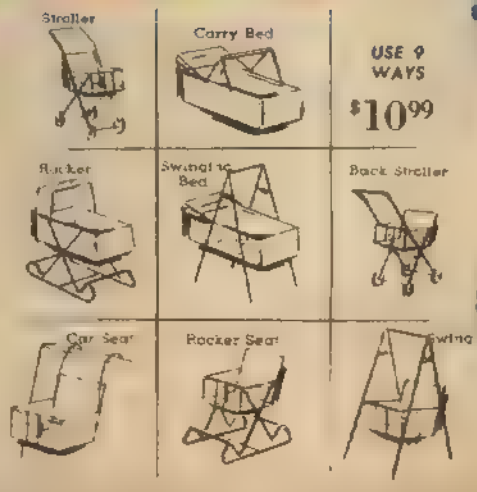
(13) **Pajamas, Scuffs,** night cap
48 T 4136 Outfit Wt. 6 oz. **$2.67**

(14) **Velvet Party Coat** fur like collar, [illegible] with flowers.
48 [illegible] 4134 Outfit Ship. wt. 6 oz. **$2.67**

(15) **For Nursery School** cotton dress, [illegible] Socks, panties
48 [illegible] 4057 Outfit Ship. wt. 6 oz. **$2.38**

(16) **Casper the Ghost** with all spooky sayings like "Let's play ghost," but he's really very friendly and will [illegible] Wide [illegible] costume with [illegible] Stuffed body, 9 in. [illegible] head. About 3 in. tall.
48 T 38 3 Ship. wt. 2 lbs. **$5.97**

(17) **Chatty Baby's Own 9-Way Stroll-A-Buggy** converts easily into 8 other doll accessories. Strong wash [illegible], sturdy steel frames holds up to [illegible] lbs. Rear seat, hot pad, [illegible], etc. Included everything needed for 8 accessories shown at right. Easy to follow instructions.
48 T [illegible] Ship. wt. 10 lbs. 8 oz. (No [illegible]) **$10.99**



CHATTY BABY'S STROLL-A-BUGGY

# We Drink, Wet & Cry

■ Wishmaker $6.77
12 in. Doll, with Layette, Carrying Case

(1) **Rosy-Cheeked Miss Does Almost Everything but** breathe—drinks, wets, cries real tears and goes to sleep. Fully jointed, rooted pixie hair with ribbon. Dressed in polished cotton smock trimmed with lace leotards. Wardrobe in carrying case includes diaper, robe, pajamas, undershirt, panties, dress, hat, coat, sunsuit, socks, shoes, sponge, soap, clothes pins, bottle brush, etc.
48 T 3930—Abt. 12 in. doll. Wt. 2 lbs. 8 oz. **$6.77**
48 T 3929—Abt. 16 in. Ship. wt. 4 lbs. **7.88**

(2)-(4) **Tiny Tears Now Waves Bye-Bye** when you touch her tummy. She drinks, wets, cries real tears and blows bubbles with her own bubble pipe. Rock her in your arms and she slowly closes her eyes as a drift off to dreamland. Rooted hair, fully jointed, too.

2 **Tiny Tears Loves to Go Traveling** with Mommy in her plastic contour car seat with safety strap. She wears her bye-bye outfit—pants, sweater, cap, diaper. Bottle, bubble pipe, pacifier and rattle included. About 20 in. tall.
48 T 3885 M—Mail. Ship. wt. 5 lbs. **$10.99**

(3) **Tiny Tears Will Fall Asleep** quickly when rocked in her own sturdy plastic rocking crib. Ready for bed in 2 pc. shortie pajamas. Tiny Tears also has a layette—includes dress, diaper and booties, with bubble pipe, bottle, pacifier and rattle. About 16 in. tall.
48 T 3886—Ship. wt. 6 lbs. ■■■

(4 **Sleep Tight Baby**—it's time to take a nap. Tiny Tears wears cozy 2 pc. pajamas with "bunny-head" terrycloth robe, booties. Bubble pipe, pacifier, rattle and bottle included.
48 T 3887—Abt. 16 in. Ship. wt. 3 lbs. **$8.97**

(5) **Bouncing Bonnet Baby Drinks, Wets,** and real tears will roll down her chubby cheeks. Fully jointed, sleeping eyes, rooted hair. Wears pique dress, sleeveless cobbler apron, trimmed with dainty strawberry appliques, bonnet with ribbon streamers, panties, shoes, socks.
48 T 4065—Abt. 16 in. Ship. wt. 2 lbs. **$4.29**
48 T 4064—Abt. 20 in. Ship. wt. 3 lbs. **5.29**

**Stretch Your Christmas Budget** **Charge It.**
**See Page 227 for Credit Terms**

# Land on realistic model of moon with U.S. space team

Play is witness the arrival of the first man on the moon as astronaut climbs from space capsule. Watch space platform which [illegible] and launch scientists five rockets from underground silos, track enemy missiles

## 65 pieces $8.97

Sturdy molded plastic. Base 29x22x7 in. high. Hand crank revolves [illegible] platform in 12 in. circle. Moon rises, shows where spaceship is released. Moon ship fires 6 rockets, 2 underneath. 3 rockets ready to fire. Also includes hanging rocket [illegible] and antenna, blinker, solar generator and Masterscope, 2 telescopes, ray gun, [illegible] arms, fuel wheels. 20 other pieces. All molded in vivid colors.

79 N 5953L Shipping weight 10 pounds $8.97

## Disneykins*, TV Tinykins and Warriors . . skillfully molded in durable plastic and hand painted

Set of 34 Disneykins. [illegible] 49 N 5998 Shipping weight 1 pound $3.49

Set of 34 Tinykins. Your Little TV producers [illegible] Meadow [illegible] and their mom. Many fun. 49 N 5975 Shipping weight 1 pound $3.49

Set of 23 Warriors. [illegible] 49 N 5977 Shipping weight 1 pound $3.49

# Our biggest, most action-filled Farm Set

Has an irrigation system with "garden" you can water . . a silo filler that loads silo with "corn" . . a big 21x10x13-in. high 3-level barn . . a haylift that raises bale to the hayloft, then across loft on conveyor system . . even a litter carrier that moves in and out of the barn on an overhead rail

**265** pieces **$9.98**

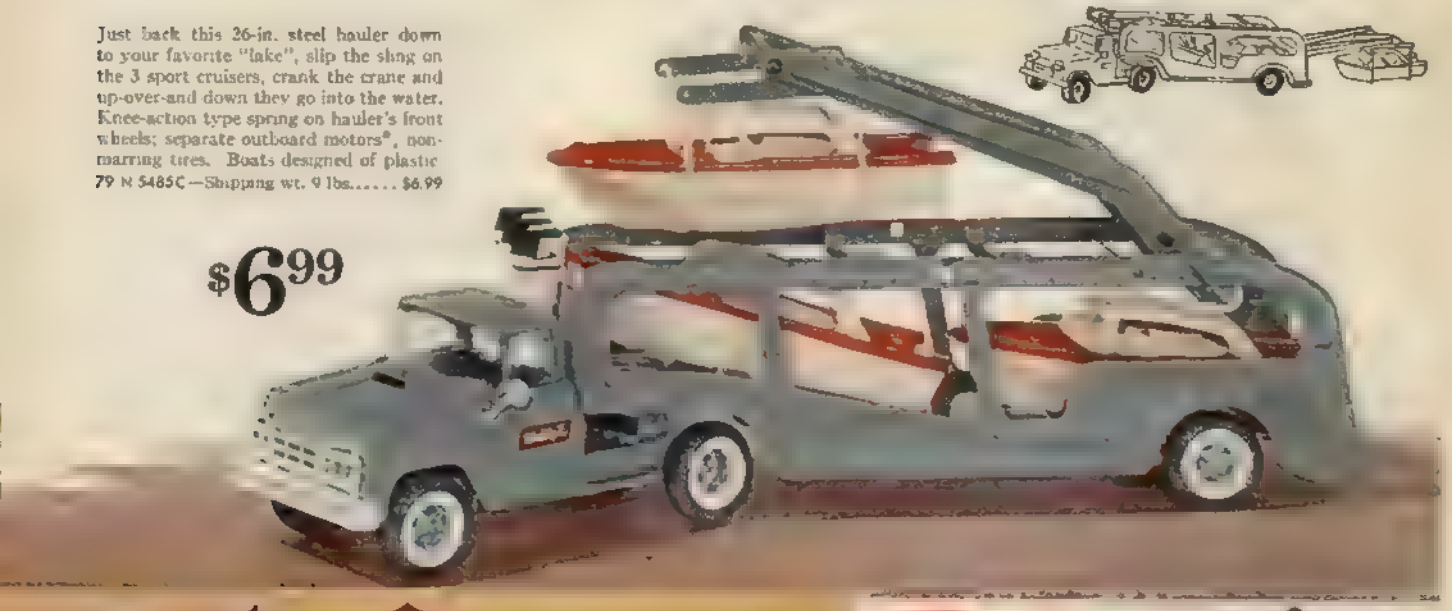
[illegible] the work. Just turn a crank or [illegible] [illegible] [illegible]

# Heavy-gauge Steel Transport unloads boats right into water

Just back this 26-in. steel hauler down to your favorite "lake", slip the sling on the 3 sport cruisers, crank the crane and up-over-and down they go into the water. Knee-action type spring on hauler's front wheels; separate outboard motors*, non-marring tires. Boats designed of plastic

79 N 5485C—Shipping wt. 9 lbs..... $6.99

$6.99



5-piece Truck and Boat Set

1 $8.44

2 $6.99

5-piece Trailer and Power Boat Set

3 $4.99

3-piece Camping-Boat Set

$6.88

7-piece Farm Truck Set

10½-in. side-ramp truck; 14¾-in. stake truck that converts to flat-bed type, trailer with adjustable tailgate; 4 animals include 2 horses and 2 steers. Steel, plastic

79 N 5476C—Shipping weight 8 pounds..... $6.88

$5.88

Spring-suspension Horse Van

18¼-in. steel plastic van has 3 stalls; thoroughbred stallion, mare, colt; door ramps, bubble top; sliding windows

49 N 5452—Shipping weight 5 pounds 4 ounces..... $5.88

$2.97

21-pc. Rancher Set

Steel cattle [illegible] livestock [illegible] Drop tailgate [illegible]

49 N 5609 Shpg. wt. 3 lbs. $2.97

1 Set includes a pick-up truck, trailer with removable tailgate, power boat, box; with motor*; tilt-bed trailer for easy launching.

The truck is 13 inches long, other pieces are sized in proportion. Boats are made of extra tough plastic; [illegible] door. Other pieces are designed of steel, have whitewall tires. Shpg. wt. 8 lbs.

79 N 5460C..... $8.44

2 *Almost 3 feet long hooked up.* Complete with metal station wagon, house trailer plastic boat trailer, speed boat, one battery-operated outboard motor (order 2 batteries below). From Japan.

49 N 5188—Wt. 4 lbs. $6.99

Same less house trailer. Shpg. wt. 1 lb. 12 oz.

49 N 5176 .....$4.89

"C" Batteries. Wt. 2 oz.

49N4665 ea. 16c, 4 for 60c

3 Even the windows slide open and the rear steps drop down. The trim waterproof plastic cruiser has twin outboards*. . . rides on a steel trailer.

The steel truck has spring suspension on all whitewall-tired wheels. Measures 24 inches long over-all. Shipping weight 3 lbs. 12 oz.

49 N 5478 ..... $4.99

*Non-operating motors

# *Sing along with Shari Lewis and Her Friends*

HAVE FUN WITH MARIONETTES

BE A VENTRILOQUIST

MAKE-BELIEVE WITH HAND PUPPETS

CHANGE-O-FACE FUNNIES

# Fun in the Making

## Her Very Own Kitchen . . . In Her Own Size →

(H)-(K) FROM THE PLASTIC COUNTER TOPS to the plastic "see thru" window of the oven, this toy kitchen is just as modern as mother's . . . and it's all in pretty pink! Sturdy corrugated fiberboard, strong enough to support an adult yet easy to set up, easy for a child to handle. Doors swing easily on wood dowel hinges, have plastic pulls. Set of plastic food, utensils and dinnerware for 4 (shown with kitchen and in small view) included with range-sink and with 2-pc. or 3-pc. sets. *Mail-able.*

**(H) Refrigerator.** Freezer and food storage sections have separate doors.
48 T 8620 MO—Abt. 17½x12x37 in. high. Ship. wt. 6 lbs. 8 oz. ..... **$3.73**

**(J) Range-Sink Unit.** All plastic counter top, plastic knobs to "control" range burners, plastic "faucet" pump with recirculating water action and rubber stopper. 55-Pc. set of plastic food, utensils, dinnerware included.
48 T 8607 MO—Abt. 28½x12x27¼ in. high. Ship. wt. 11 lbs. ..... **$7.49**

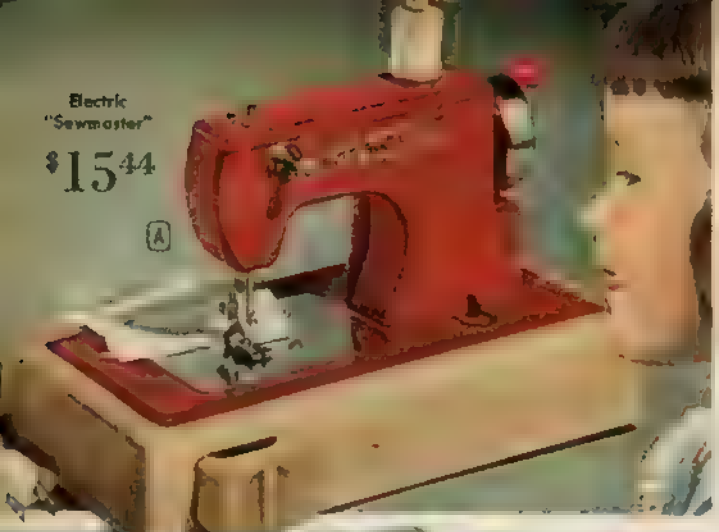
**(K) Cupboard.** Plastic counter top, drawer for silverware, linens. Two compartments, each with shelf, to store her dishes and supplies
48 T 8621 M—Abt. 16¼x11x37 in. high. Ship. wt. 6 lbs. **$3.73**

**3-Pc Set. Save $1.46.** Refrigerator, Range-Sink and Cupboard
48 T 8622 YO—Includes 55-pc food-utensil accessory set. Wt. 23 lbs. **$13.49**

**2-Pc Set. Save $1.23.** Refrigerator and Range-Sink.
48 T 8608 MO—Includes 55-pc. food-utensil accessory set. Wt. 17 lbs. **$9.99**

### 22-Pc. Plastic Refrigerator-Food Set

(L) **Stock her refrigerator** with plastic meats, cheese, vegetables, eggs, butter, fruit . . . all so realistic in size, shape and color.
48 T 4688—22-Pc. Set. Ship. wt. 11 oz. ..... Only **$1.59**



## Every Little Girl Likes to Sew a Fine Seam . . .

(A)-(D) **Wards sewing machines are easy to use,** imported from West Germany. Full-size sewing plates; sew chain stitch . . . last stitch should be tied by hand to prevent raveling. Gear mechanism is fully enclosed, protective presser foot for added safety. Sturdy steel construction. Thread tension adjustable for different fabrics. Thread, 2 needles, instructions included.

**(A) Electric "Sewmaster."** For girls 8 years or older. Well-built hardwood base has drawer for thread, needles, supplies. Safety On-Off switch . . . machine won't start until wheel is turned by hand. Rubber-covered cord, plug. For 110-120 volts AC only. Abt 9¾x5x7½ in.
48 T 4748—Ship. wt. 2 lbs. 5 oz. ..... **$15.44**

**(B) Battery Operated "Sewmaster."** Automatic clutch for hand operation using wheel. Free arm simplifies sewing sleeves, circular material. Metallic finish, hardwood base. On-Off switch. Needs 2 "D" batteries; order separately, see (M) opp. page. Abt. 8¾x4¾x7¾ in.
48 T 4746—Ship. wt. 3 lbs. 1 oz. ..... **$8.99**

**(C) Deluxe Hand-Operated Model.** Hand wheel controls speed. Sturdy hardwood base. Colorful enameled steel with chrome-plated trim. Clamp secures to table. Abt. 10¼x5½x5¾ in. high.
48 T 4723—Wt. 3 lbs. 4 oz. **$6.98**

**(D) Hand-Operated Model.** Similar to (C) but with metal base. Works easily . . . hand wheel controls speed. Enameled steel, chrome-plated trim. Clamp secures to table. Abt. 7¾x4¼x4¾ in. high
48 T 4671—Wt. 1 lb. 12 oz. **$3.88**

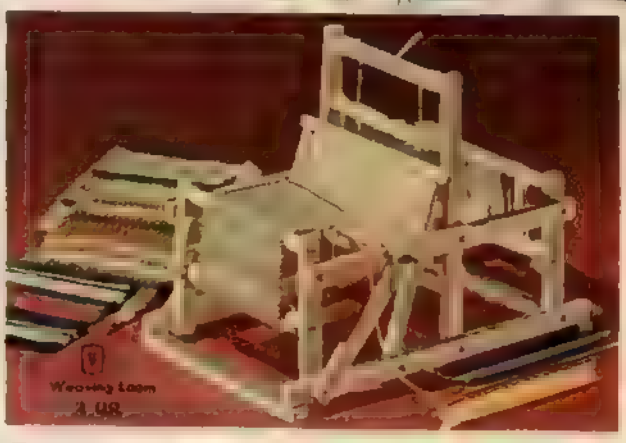
**Save this catalog . . . You can order toys until Oct. 1, 1963**

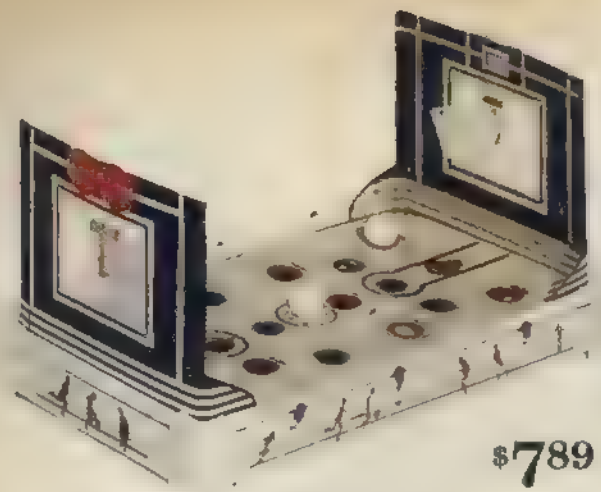
## Sewing and Embroidery Kits Amuse Nimble Fingers . . .

(E) **Doll Sewing Kit** includes 6-in. doll with real hair, moving eyes . . . 18 dresses ready to sew—thimble, thread, embroidery floss, 2 needles, scissors, 3 hangers. Colorful plastic hat-box carrying case.
48 T 4716—Abt. 8½x7¼x2½ in. Ship. 8 oz. **$1.79**

(F) **Wicker Sewing Basket** of white-red fiber has 4-in. hoop, 2 embroidery floss, pin cushion, tape measure, package needles, needle threader, hook, scissors, 4 spools thread, thimble. Imported.
48T4798—Abt. 5½x8½x4 in. high. Wt. 1 lb. 10 oz. **$2.49**

(G) **Embroidery Set** in plastic train case to use too as lunch box. Carrying handle; metal mirror in lid. Contains patterned cloth center-piece, 6 napkins to match, cross-stitch materials, embroidery floss, hoop, thread, thimble, pair scissors, needle, needle threader. Abt. 9x5x6½ in. high. Wt. 1 lb.
48 T 4773. ..... **$2.79**



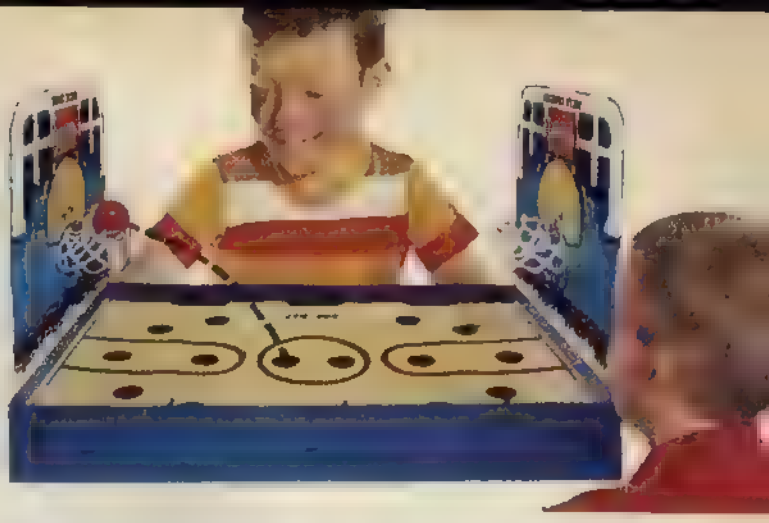


$7.89

### Play Basketball on big 28x14-in. metal court

Sink baskets from a course of 16 spots on the realistic looking court. Large size and 6 spring-action levers returning ball to challenge your timing and coordination. Chance of losing ball to opponent makes every shot exciting. Flippers can be adjusted for more accurate aim with special tool supplied. Metal backboards with net baskets. 2 plastic balls. Rules. Keeps score by moving coils on backboard. 2 players.

79 N 449C—Shipping weight 7 pounds $7.89



## BAS-KET Thrills of Basketball on a 20x12-in. fiberboard court $4.22

What through an action-packed game using 6 lever-controlled flippers. You'll develop a sharp "shooter eye" as you toss the ball at the baskets from 12 points on the court. Set up the game at a moment's notice—everything you need is right in the box! Miniature court. Backboards. Fiberboard net baskets. Plastic ball and metal flippers. Official rules revised. Keep score by moving coils on backboards. Fast action fun for all ages. One to 6 can play for team competition.

79 N 202C—Shipping weight 4 pounds $4.22

### 8-man Hockey Game on 24x16-in. rink $5.55

Expect plenty of speedy play for 2 on this lightweight compact board. Eight separately controlled men spin in fixed spots to block or drive the marble puck for goals. Game helps develop coordination. Heavy-duty hardboard rink and sides reinforced by metal corners. Players are metal.

79 N 360C—Shipping wt. 9 lbs. $5.55

### 12-man Ice Hockey Game on big 36x18-in. rink $9.99

You've got 10 men on the ice plus 2 goalies moving from side to side to give this big-rink game lots of split-second timing. The skaters spin in place controlled by individual metal rods. They can block or send the marble puck sailing into opponents' goal net. The strong hardboard rink has steel frame. Six pennants in authentic colors. For 2 players.

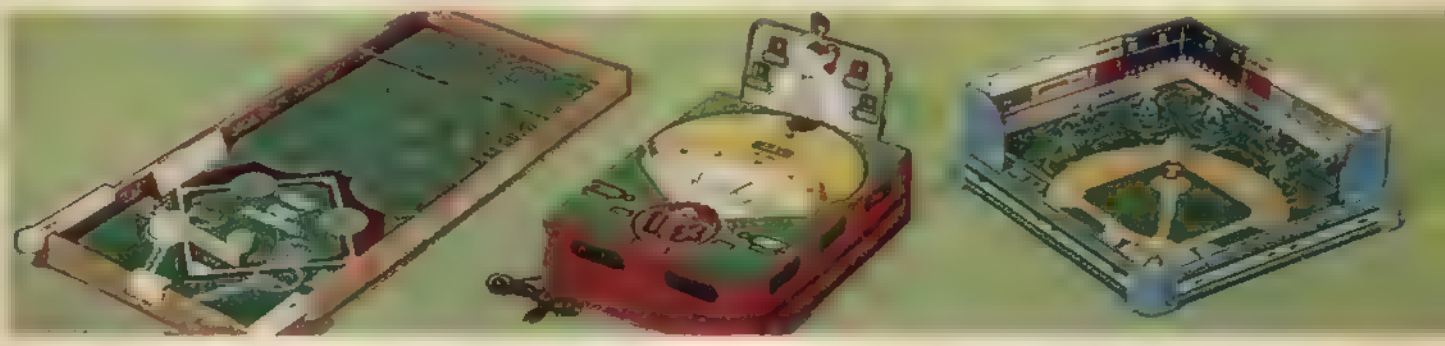
79 N 224L—Shipping weight 14 pounds $9.99

### National League Hockey Light flashes with each goal $11.99 without batteries

More action—10 men really cover the ice on this game. They shoot, pass, block while skating forward or back. 2 goalies move from side to side—controlled by slide rods. Flip lever to send puck back in play from the net. NHL rule book, Stanley cup replica, pennants, plastic score clocks, tower. 2 pucks. 36x18-inch rink of Masonite Presdwood, metal frame. Order 2 "D" batteries below. 2 players.

79 N 441L—Shipping weight 10 pounds $11.99

79 N 4660—"D" Batteries. Shpg. wt. 4 oz. Each 16¢; 4 for 60¢



### Play Bop Baseball on 48x21-in. board $6.99

Batter up! Pitcher sends the "ball" down the board. If you swing and connect the ball lands on a scoring circle. If you miss a gong sounds. Players follow regular major league baseball rules and keep score on plastic tallies. Two players.

79 N 436L—Shipping weight 11 lbs. $6.99

### Foto-Electric Baseball Game $5.99

Code-punched cards are placed on the lighted viewer. They give players the base-by-base results of every exciting play in this regulation 9-inning game. Operates on any 110–120-volt, 60-cycle AC-DC outlet. UL listed. 18x14x5 inches. For two players.

49 N 217—Shipping weight 3 lbs. 8 oz. $5.99

### Magnetic-Action Push-Button Baseball $6.17

Pitcher fires ball, you hit with lever-action bat. Slam a magnetic ball into play on 19x19-in. field. Scoring ends the ball as they hit doubles, triples, homers. 9 metal players. Hardboard base, steel stand. For two players.

79 N 215C—Shipping weight 6 pounds $6.17

American Heritage

## BROADSIDE

**A swashbuckling new game, based on naval strategy actually used in the War of 1812**

Complete with 24 playing pieces **$3.96**

Recreate the lusty days of great sailing ships as you defend your harbor or set out to scuttle the enemy. Rig your own ships . . learn maneuvers to bring you in position to fire broadsides. Masts fall or ships sink as each hit. You win if all invading ships are sunk. Enemy wins if he can sink the 4 merchant men in your harbor.

Strategy tips included in the American Heritage book of battles. Includes 20 tall-rigged plastic ships, cross-shot cannon. For 2 players. Ages 10 to adult.

49 N 168 -Wt. 2 lbs. 13 oz. . . . $3.96

**Summit**—a game of power politics. You're national leader, diplomat, strategist, tycoon . . rolled into one **$5.66**

You choose a country . . juggle steel mills, bases, consumer production. Try to gain economic and military power . . plus political support at home and abroad. The current events cards that direct the game provide the exciting element of chance.

Play it smart and you'll win with the most points at the Summit Conference. In Index 19x24 inch world map ships markers current events cards basic book . . for 3 or 4 players (10 to adult).

49 N 130 -Shipping weight 3 lbs. 8 oz. $5.66

**$3.96**

American Heritage

## CIVIL WAR

**A game of war tactics . . and a chance to change history**

Take command of Union or Confederate forces. Attack with infantry, cavalry and artillery. Capture all enemy troops to force him to surrender. Maneuver men and weapons to win. Includes illustrated American Heritage historic booklet, 44 plastic pieces, dice and 24x19½ inch board. For 2 or 4 players. Ten years to adult.

49 N 128—Shpg. wt. 3 lbs. $3.96

Stratego **$4.17**

You will . . capture the hidden enemy flag. Cross new . . lakes . . and scouts are played by advancing, cross-ted. Wit playing pieces that . . lengths . . rather . . score with lesser rank chips and . . A game for 2 players. Ages 7 to adult. 40 wooden pieces . . 9½x19½ inch folding playing board.

49 N 157 -Shipping weight 2 lbs. 4 oz. $4.17

Troke Castle Checkers **$3.12**

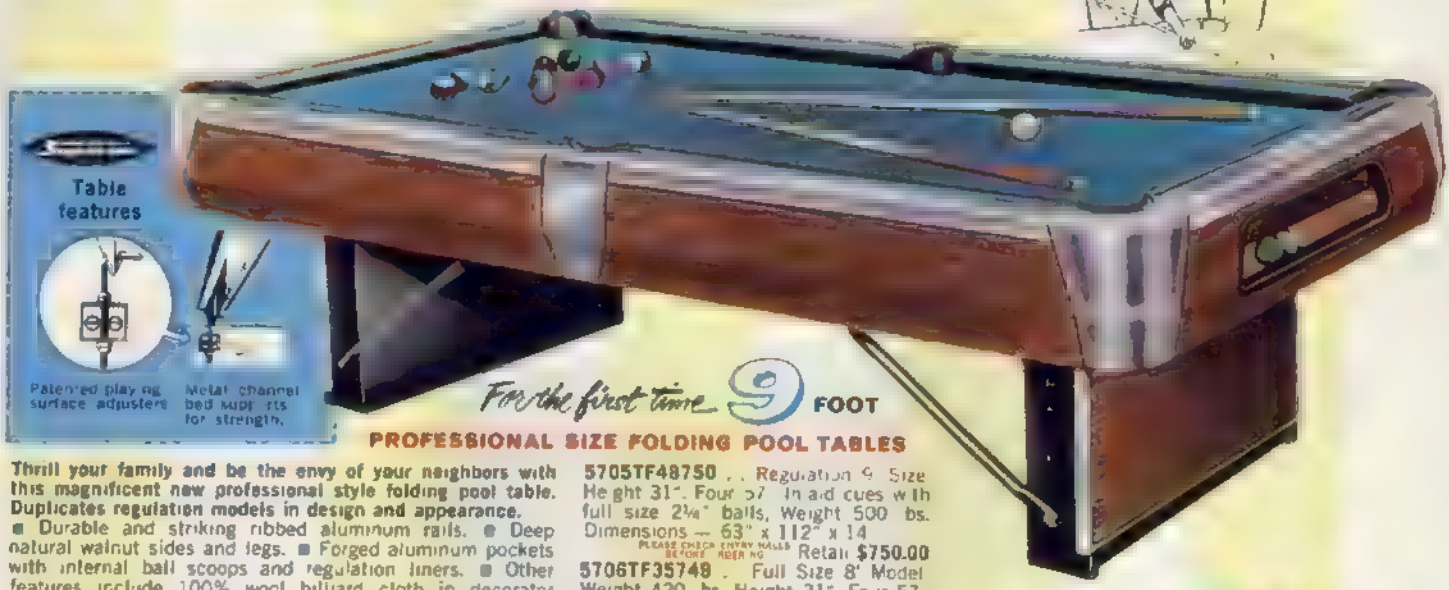
A new strategy game that combines the speed of checkers and the . . of chess. Reassemble your 3 piece castles on opposite side of board. Earn chips by capturing opposing pieces along the way. Four can play. Includes 11¾x14½ inch board, 16 plastic castles, chips. (Ages 7 to adult.

49 N 131 -Shipping wt. 2 lbs. . . $3.12

Superior

# FAMILY ENJOYMENT

## the year 'round




*For the first time* 9 FOOT

### PROFESSIONAL SIZE FOLDING POOL TABLES

**Thrill your family and be the envy of your neighbors with this magnificent new professional style folding pool table. Duplicates regulation models in design and appearance.** ■ Durable and striking ribbed aluminum rails. ■ Deep natural walnut sides and legs. ■ Forged aluminum pockets with internal ball scoops and regulation liners. ■ Other features include 100% wool billiard cloth in decorator choice turquoise, action gum rubber cushions, warp resistant ¾" thick Formium particle bed with metal channel bracing, and rigid tubular folding hardware. ■ Quality lathe turned balls. ■ Wrench operated leg adjusters level to any floor ■ All units include balls, cues, triangle, chalk, regulation overhead bead counters, rules, and bridge stick

**5705TF48750** . . Regulation 9' Size Height 31". Four 57" inlaid cues with full size 2¼" balls, Weight 500 lbs. Dimensions — 63" x 112" x 14
PLEASE CHECK FINISH WANTED BEFORE ORDERING
Retail **$750.00**

**5706TF35749** . Full Size 8' Model Weight 420 lbs. Height 31" Four 57" inlaid cues with full size 2¼" balls
Retail **$550.00**

**5707TF29250** . . Full Size 7' Model Height 31". Weight 350 lbs Four 57" inlaid cues with full size 2¼" balls
Retail **$450.00**

Baseball's hero . . . STAN MUSIAL spends hours relaxing with his family on a Superior home pool table.

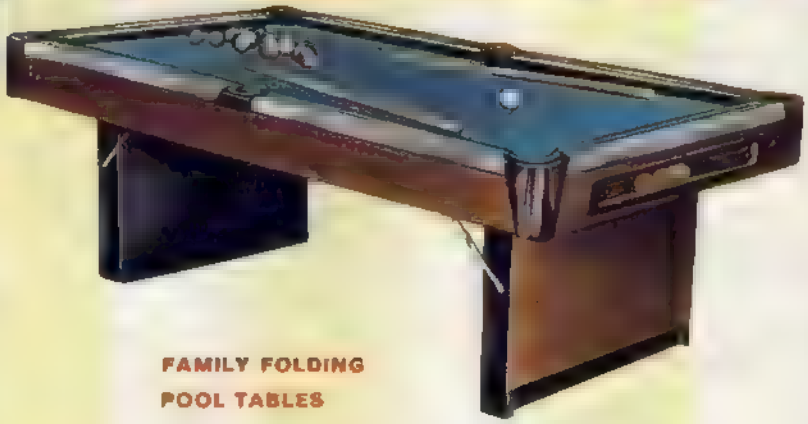
*For the first time* 9 FOOT

### HOMEOWNERS FOLDING POOL TABLES

**Strong, heavy tables in moderate cost range.** ■ Forged metal pockets ■ Annodized aluminum frame ■ Solid wood sides in walnut finish ■ ¾" Formium bed with adjustable non-warp steel bracing. ■ Rigid folding tubular steel braces on oversize legs ■ Fast bounce gum cushions ■ Leg levelers adjust to any floor ■ Decorator turquoise wool billiard cloth ■ Equipped with cues, balls, triangle, chalk, scorers, and rules

**5708TF26000** . Regulation size 9' Model. Height 31" Dimensions 60" x 112" x 11" 2-57" cues, quality lathe turned striped balls Weight 275 lbs.
E-BOOK ENTRY ONLY — NOT FOR ORDERING
Retail **$400.00**

**5709TF18200** . 8' Model Height 31" 2-52" cues, 2¼" striped balls. Weight 235 lbs
Retail **$280.00**

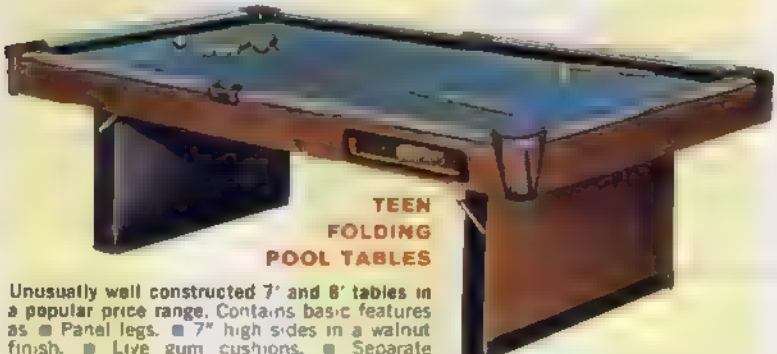


### FAMILY FOLDING POOL TABLES

**Sturdy budget models. Constructed with many of the best features of expensive units** ■ Broad anodized aluminum rails. ■ Decorator turquoise wool billiard cloth. ■ Walnut finish solid lumber sides ■ Realistic molded pockets and rubber pocket liners Heavy pedestal leg with walnut finish panels and strong folding hardware. ■ ½" thick bed with metal reinforced braces and built-in playing surface leveling mechanism. ■ Set includes full size 2¼" striped balls, 2-52" cues, triangle, chalk, bead scorer, and rules.

**5710TF13000** . 8' Model Height 31" Weight 200 lbs
Retail **$200.00**

**5711TF11700** . . 7' Model. Height 31". Weight 150 lbs
Retail **$180.00**



### TEEN FOLDING POOL TABLES

**Unusually well constructed 7' and 8' tables in a popular price range.** Contains basic features as ■ Panel legs. ■ 7" high sides in a walnut finish. ■ Live gum cushions. ■ Separate molded corners and pockets. ■ ½" thick bed . . metal braced. ■ 8 individual bed adjustments. ■ Leg levelers ■ Set of 2¼" full size striped balls, 2-52" cues, triangle, chalk, counters, rules.

**5712TF9100** 8' Model. Height 31" Weight 175 lbs. Retail **$139.95**

**5713TF7776** 7' Model Height 31" Weight 140 lbs. Retail **$120.00**

### JUNIOR POOL TABLES

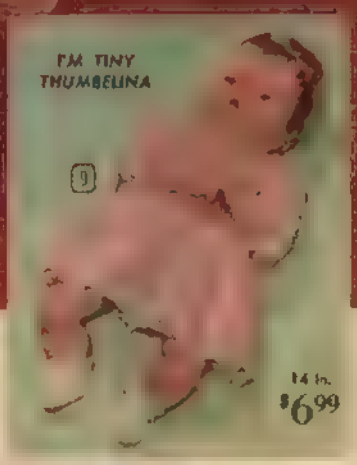
**Give Junior the thrill of his lifetime with a table like Dad's.** Basic teen styling walnut finish, panel legs Fully equipped. Includes set balls, 36" cues.

**5714TF2535** Size 24" x 45" Weight 32 lbs
Retail **$39.95**

F.O.B. New York factory or warehouse No C.O.D.'s
Allow 14 days for shipment est

# We're Almost Real

14 in. $14.88




9

14 in. $6.99

7 16 in. $5.77

10 11 12

GOODY LIKES THIS

## Wishmaker Special

SHE MOVES . . . SHE'S MUSICAL

**7 Wind Her Up, She Moves as Music Box Plays** her own lullaby. New super-soft all vinyl washable body, rooted hair, sleeping eyes. Wears 2-pc. knit creeper set, bootees.
48 T 4046—Abt. 16 in. Ship. wt. 2 lbs. 4 oz. $5.77
48 T 3975—Abt. 20 in. Ship. wt. 3 lbs. 4 oz. 7.44

**8 Thumbelina Seems Alive**—wind her up, she wiggles, twists, cries like a real baby, pick her up, she stops crying. Soft, limber, so life-like to hold. Wears 2-pc. knit cotton romper suit. Sleeping eyes, rooted hair.
48 T 4345—Abt. 20 in. Ship. wt. 4 lbs. .. .$14.88

**9 Tiny Thumbelina, So Little, So Precious**—she squirms, wiggles, too when wound. Wears cotton dress trimmed with lace, has rooted hair, stuffed body. Order other outfits below.
48 T 3801—Abt. 14 in. Ship. wt. 1 lb. 8 oz. $6.99

**10 Pajamas, Soft Toy,** Hot Water Bottle.
48 T 3804—Outfit. Ship. wt. 4 oz.... . $1.97

**11 Knitted Suit, Beret,** Bootees, Rattle.
48 T 3805—Outfit. Ship. wt. 4 oz.. .... $2.34

**12 Pram Suit, Bootees,** 2 Hangers.
48 T 3806—Outfit. Ship. wt. 4 oz... . $3.27

**13 Bounce at Rock Baby Goes** and she will cry in her wee baby voice. She's so flexible, her body can assume any position. Ready for dreamland in pajamas, pom pon night cap, bootees. About 20 in. long.
48 T 3338—Ship. wt. 4 lbs. ..... . ..... $9.88

**14 Make Kissy's Hands Go Patty-Cake,** she will pucker up and give you a real kiss—even makes a resounding "smack". So fascinating, realistic. Fully jointed, rooted hair, sleeping eyes. Wears dress, pants, shoes.
48 T 3981 M—Abt. 23 in. Ship. wt. 4 lbs. $12.79

13

20 in. $9.88

GOODY'S FAVORITE

Wishmaker

# Talking Doll

I LOVE YOU YOU'RE PRETTY, MOMMY

$8.87

I'M MISS ECHO YOU CAN ACTUALLY TEACH ME TO TALK

$23.44

PLAY THE RECORD I SING THE SONG

$37.88

Doll and Phonograph

## We are dolls that do things

**1** **Little Mothers Can Actually Hear Baby Talk**—battery-operated voice in doll says complete sentences at random. Rooted hair, sleeping eyes, vinyl arms, legs, head. Foam stuffed body is washable. Dressed in organdy and soft nylon. 2 pc. pajamas are by Wishmaker Specialties, priced separately. Use 2 "C" Cell Battery (not included)

48 T 3969 Abt 20 in. Ship. wt. 2 lbs. 6 oz. **$8.87**

**2** **Serenade—She Sings, Tells Stories, Counts**—plays the alphabet song on record on 4 speed Westinghouse phonograph and sound comes through the doll. Nursery child can carry doll with the phonograph. Phonograph cannot be played alone. Baby rooted, sleeping eyes, rooted hair. Dress, panties, socks, pajamas. Use 6 volt battery, not included

48 T 4962 MO 23 in. doll with Phonograph. Ship. wt. 20 lbs. 8 oz. In Money Down Cash **$37.88**

**3** **Little Miss Echo**, the doll you can teach to talk. Speak to her and she will repeat what you say in your own voice. You can have a real conversation with her. Electronic device records your voice, will play back for about 30 seconds. Rooted hair, baby painted, sleeping eyes. Wears dress with embroidery trim, pleated skirt, panties, socks. Use 6 volt battery (48T 4938 not included). About 30 in.

48 T 3917 MO—Wt. 8 lbs. No Money Down Cash **$23.44**

**4** **Cry Baby Cries for Her Bottle**—feed her with full size nipple bottle, her crying stops and she begins sucking happily as milk seems to disappear from bottle. Battery operated, on-off switch starts her crying. Cry Baby wears short rubber pantes and is warmly wrapped in her deluxe blanket. Use one "D" battery (not included)

48 T 3885 Abt. 22 in. Ship. wt. 3 lbs. 8 oz. **$14.77**

48 T 4329 "D" Cell Battery. Wt. 1 lb. 2 oz. 4 for **80c**

48 T 4385-6 Volt Battery. Ship. wt. 4 oz. Each **79c**

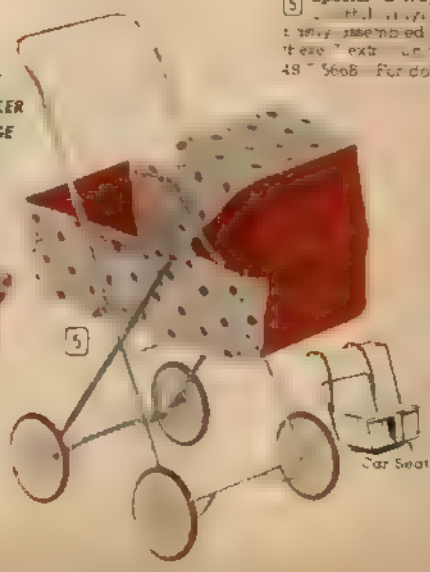
62 T 96 9-Volt Battery. Ship. wt. 4 oz. Each **75c**

**5** **Special 8-Way Wishmaker Carriage**—sturdy, all steel frame, plastic and metal parts, easily assembled. Adjusts to 8 positions to make these 7 extra carriage styles. Wt. 18 lbs.

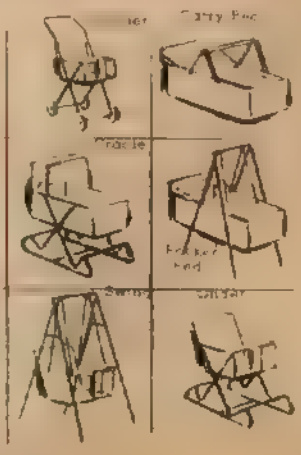
48 T 5668 For dolls up to 20 in. Wt. 18 lbs. **$7.97**

8-WAY WISHMAKER CARRIAGE

$7.97



Car Seat



Bucket takes a full bite, opens automatically when raised to boom tip. Big 27-in. boom operated by positive-stop winch. Cab pivots full circle on wide, well-braced platform. Adjustable screw jacks hold it steady. Heavy-gauge steel, smooth edges. Baked-on enamel finish resists rust. Truck chassis 17 inches long, overall.

79 N 5453L Shipping weight 9 lbs. $6.99

# Dig, Grade, Load and Haul

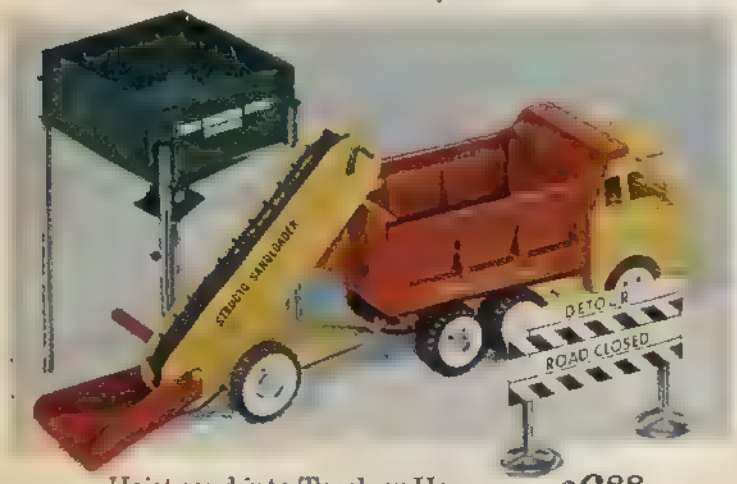
4 pieces $9.99

**Buy 4-pc. steel construction set and save $3.92 over separate prices**

Make a small boy and his road crew work with these 4 action-packed heavy gauge steel construction toys and you've found the formula for FUN that just can't miss.

You get all this for $9.99—**(1) 15½-in. Hi-Lift Loader** with giant scoop digs, scrapes, lifts and dumps load. **(2) 17-in. Road Grader** . . . raises and lowers blade, actually steers. **(3) 18-in. Power Shovel** with automatic scooping and bucket-release action; crank controls raising, lowering, loading, unloading, cab revolves. **(4) 15-in. Hydraulic Dump Truck** with lever-operated hydraulic cylinder to dump load.

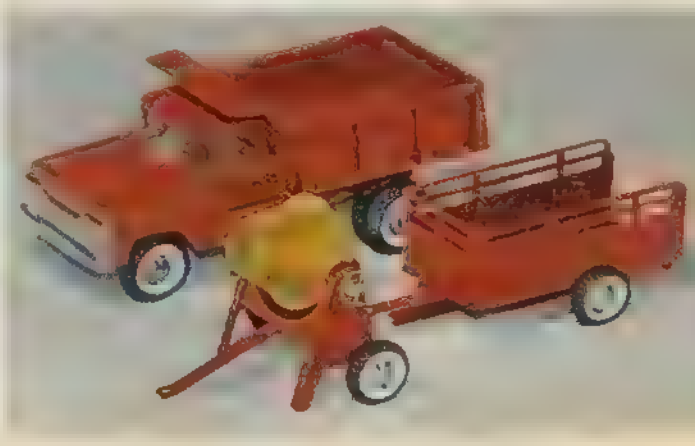
| | | |
|---|---|---|
| 79 N 5421L | —Complete 4-Pc. Set. Wt. 14 lbs. | $9.99 |
| (1) 49 N 5484 | —Hi-Lift Loader. Wt. 3 lbs. | 2.99 |
| (2) 49 N 5614 | —Road Grader. Wt. 5 lbs. | 2.99 |
| (3) 49 N 5646 | —Power Shovel. Wt. 4 lbs. | 4.94 |
| (4) 49 N 5661 | —Dump Truck. Wt. 2 lbs. 12 oz. | 2.99 |




## Hoist sand into Truck or Hopper $6.88

**Highway-Builder Set** starts the job wherever there's sand. Crank-operated loader scoops sand, lifts it on conveyor belt into truck or hopper. Scoop attaches to truck for cross-country hauling. 11-in. truck can be loaded automatically by working trailer in and out of hopper and turning crank. Construction lamp on truck can be focused in position. Detour sign. Heavy gauge enameled steel.

49 N 5472 Shipping weight 7 pounds $6.88



## Mixes, dumps batch of "cement" $5.99

**Road-Repair Set** is just right for those small and medium-size repair jobs. Latest design scale model truck has full-action dump. Authentic cement mixer turns and tilts by operation of two crank handles. Contractor's trailer hauls the necessary tools. Heavy gauge steel, smooth edges, baked-on enamel finish. Truck and mixer are 20¾ inches long.

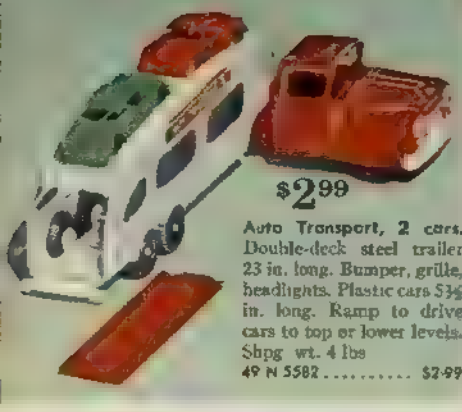
49 N 5457 Shipping weight 6 pounds $5.99

## 4-piece U-Haul Set with Racer

$5.99

Drive the scale model Ford truck to the speedway, tilt the platform trailer and roll the big truck racing car down the ramp. Replicas of Hall Scott's stainless steel catch on door. Truck has wrap-around windshield, white wall tires, chrome-plated hub caps, movable trailer steps. Heavy-gauge steel with baked enamel finish. Truck and U-haul trailer are 22 inches long.

49 N 5465 Shipping weight 4 pounds 8 ounces . $5.99

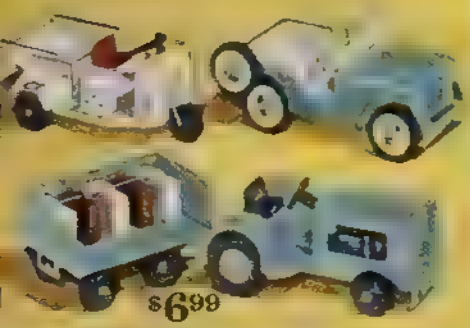


$2.99

**Auto Transport, 2 cars.** Double-deck steel trailer 23 in. long. Bumper, grille, headlights. Plastic cars 5¾ in. long. Ramp to drive cars to top or lower levels. Shpg wt. 4 lbs
49 N 5582 ..... $2.99

$1.99

**Roy Rogers Hauler-and-Trailer.** Steel trailer, 3-dimensional plastic figures of Roy, Dale Evans, their horses, plus Pat Brady, his jeep Nellybelle and Bullet. 15-inch trailer has side and rear ramps
49 N 5557–Wt. 2 lbs. .$1.99



$6.99

**Tonka Airport Service Set. Jeep; tractor** with baggage trailer about 17 inches long, service car. Based enamel heavy gauge steel. Luggage.
49 N 5458—Shpg. wt. 6 lbs. 12 oz.. Set $6.99

[1] $7.99

[2] $3.99

## ALLSTATE
## Heavy-gauge Steel Trucks

Wrap-around windshields, realistic dashboards, steering wheels, seats. Transparent headlights, bright grilles. Baked enamel finish, insignia decals.

[1] **Cement Mixer.** You can actually mix "cement" in drum and unload it through the chute. Big high-impact plastic mixer revolves as truck rolls or can be turned by hand. Simulated water tank and air horns. 23 inches.
79 N 5429C—Shpg. wt. 7 lbs. . $7.99

[2] **Dump Truck.** Lever raises bed and tailgate swings open to unload. About 19 inches long
49 N 5423—Shpg. wt. 5 lbs. 4 oz. $3.99

[3] **De Luxe Hydraulic Dumper.** To unload, you just press lever and slant back dump bed raises with deliberate slowness. Dual exhaust manifold and play air horns. 21 inches long.
49 N 5428—Shpg. wt. 8 lbs. 8 oz. $7.99

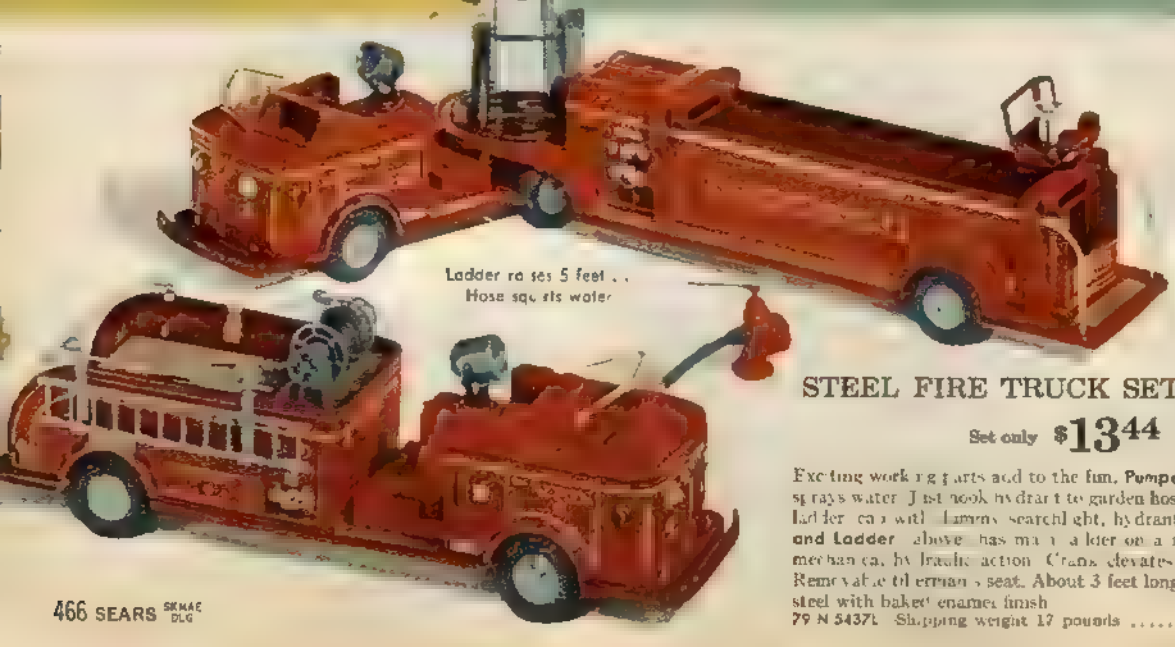
[3] $7.99

$2.44

**Tonka's Pick-up Truck.** Heavy gauge all steel body with carefully detailed features. Tailgate opens and closes. Genuine rubber white sidewall tires with shiny chromed wheel discs. About 13 inches long
49 N 5430—Shpg. wt. 3 lbs..... $2.44

$2.88

**Tonka's Jeep Surrey.** Colorful striped seats and top festooned with cloth fringe. Heavy gauge steel body. White sidewall rubber tires, shiny chromed wheel discs. Detachable spare tire. About 10 inches long
49 N 5435—Shpg. wt. 2 lbs. 12 oz. .. $2.88



Ladder raises 5 feet . .
Hose squirts water

## STEEL FIRE TRUCK SET with clanging bells

Set only $13.44

Exciting working parts add to the fun. **Pumper-Fire Truck** (at left) actually sprays water. Just hook to hydrant, to garden hose and turn valve. Has hook-on ladder, can with siamese, searchlight, hydrant. About 22 inches long. **Hook and Ladder** (above) has man's ladder on a full-radius swivel . . raises by mechanical, hydraulic action. Crane elevates 2 other ladders a full 5 feet. Removable fireman's seat. About 3 feet long. Both items are heavy-gauge steel with baked enamel finish
79 N 5437L Shipping weight 17 pounds ..... Set $13.44

$7.88

# Hauls 9 cars

ALL STEEL - 23½-inch Transport and 5½-inch Cars -
ALL WITH FRICTION ENGINES sound like real motors . . long-lasting tough steel gears

**Turnpike Auto Transport.** Nine cars [illegible] and then [illegible] the engine [illegible] and drive them to dealers. Drive two ways. Detachable ramp. Has rear exhaust, brass metal radiator and dummy steering wheel. 28 wheel transport. Steel reversible. Sears Made in Japan

79 N 4275C [illegible] Shipping weight 6 pounds [illegible] Only $7.88

$2.99

**Sears Rental Fleet.** Drop tailgate [illegible] Open hood to load closed hauler. Strong steel construction. Friction motor. Rubber wheels, bright nickel-plated hub caps. Truck with a trailer attached 24 inches long.

49 N 5705 - Shipping weight 2 lbs. 8 oz. [illegible] Only $2.99

Drum turns as truck moves . . push lever to unload "cement" $5.99

**Turnpike Cement Mixer.** [illegible] Drum turns as truck goes; action slowly dumps load when lever is pressed. Dummy water tank [illegible] Steel cab. This 28-wheel giant has a sturdy steel body and friction motor. Sears only, made in Japan. 19⅜ in. long.

49 N 4298 - Shipping weight [illegible] $5.99

$4.99

**Turnpike Double-deck Livestock Van.** Friction engine makes real-motor sounds. Detachable cab. All steel. 23 inches long. 28 rubber wheels. Upper and lower rear gates open. From Japan.

79 N 4283C - Shipping weight 4 pounds [illegible] $4.99

$3.99

**Turnpike Dump Truck.** Hydraulic-type cylinder slowly raises truck-bed. Just press lever to dump load. Friction engine sounds like real motor. Detachable tractor. Durable steel body. 28 rubber wheels. 20 in. long. From Japan.

79 N 4273C - Shipping weight 3 pounds [illegible] $3.99

$4.99

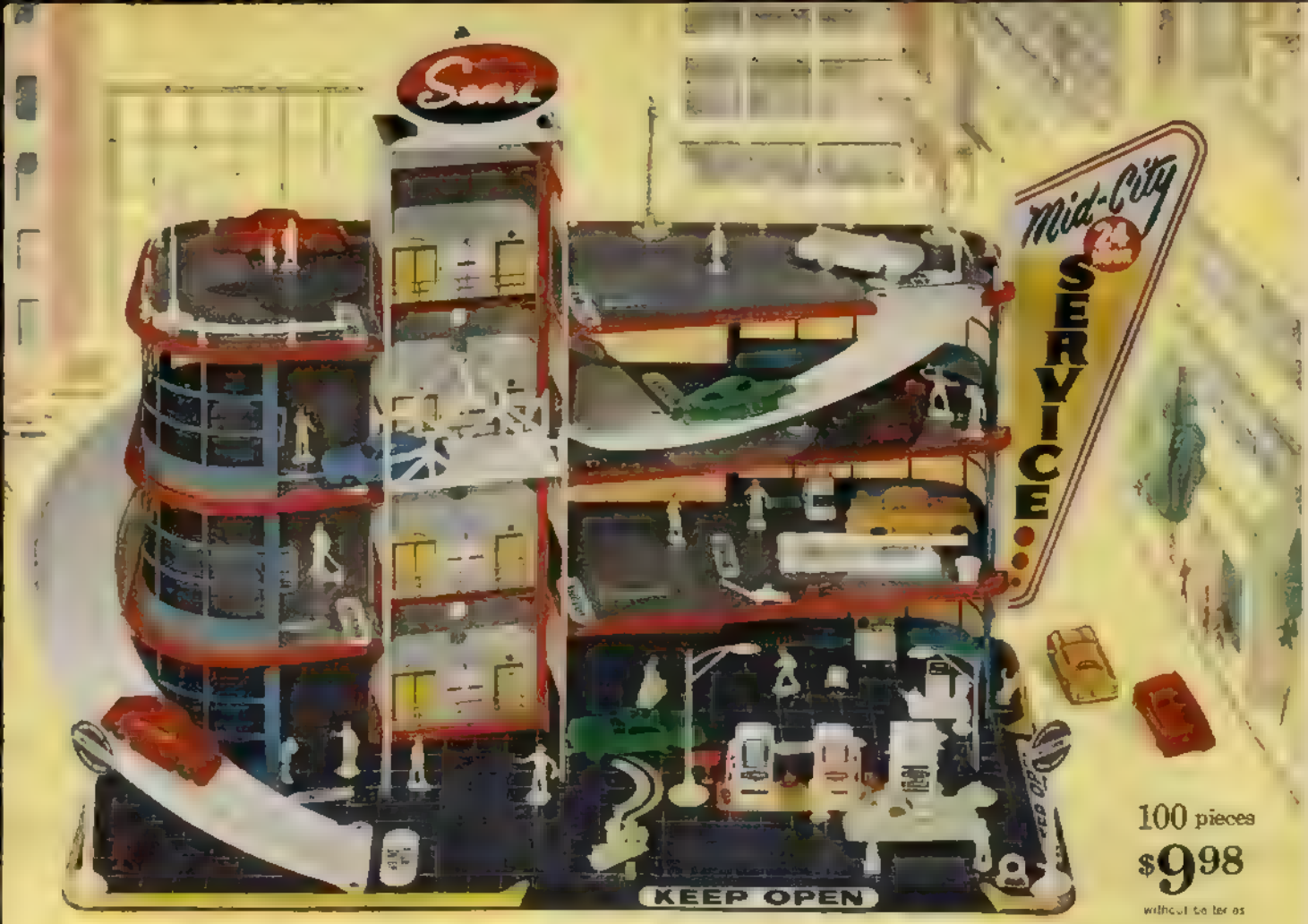
**Turnpike Van.** Real motor sounds from friction engine. Rear doors open. Steel body 23 in. long. Detachable cab with diesel exhaust, dummy steering wheel. 28 rubber wheels. All steel. Made in Japan.

79 N 4274C - Shipping weight 3 pounds [illegible] $4.99

Tows toy cars . . catch hook on bumper and crank it up $2.99

**Turnpike Wrecker.** Roars down the highway to handle emergencies. Hand operated crane with link chain and block. Friction [illegible] with [illegible] and [illegible] to rotate [illegible] Japan. Shipping weight 2 lbs.

49 N 4272 [illegible] $2.99




100 pieces
$9.98
without batteries

# Here's why Sears 4-level Service Station is so much fun . .

**Battery-operated Electric Elevator** . . delivers incoming cars to upper tiers where a cheerful attendant parks them (uses 2 "D" batteries, see below)

**Curved Road Ramp** . . over 4 feet long . . "drive" cars between tiers to get expert service, then let cars free wheel to street level all the way down the ramp

**Lubricating and Repair Service** . . grease rack actually raises and lowers . . take-apart car lets you do a complete dismantling and repairing job

**Gas Pump that really works** . . and 1 of the cars actually takes water from one pump . . 2 other pumps give speedy service when there's a lot of business

Run 8 easy rolling cars up and down the ramp. Park them. Attendants and mechanics in action poses for different jobs.

Set includes various equipment, signs and displays just like the kind you'll see at a real Sears service station . . . even a miniature ALLSTATE fire display. 32"x9x24" two-high-level station is easily assembled. Figures, cars and accessories of molded-in plastic.

79 N 5946L Wt. 12 lbs. $9.98

**"D" Batteries.** Wt. 4 oz.
79 N 4660 -Each 16¢; 4 for 60¢

**Extra Set of 8 cars.** Plastic
49 N 5930—Shpg. wt. 8 oz. . . . 97¢

# Boss a busy Service Station

- Grease rack raises and lowers
- Ramp to roof parking area
- 8 cars (2 are friction powered), 1 truck

30 pieces $4.97

Big steel station on 26x14 inch base has interior ramp. A crew of 5 mechanics each has a different task to serve the eight new model cars (2 are metal and friction powered, 6 are made of durable plastic), grease rack that lowers so mechanic can work underneath car, metal wrecker truck has friction-powered motor, modern triple gas pumps, and accessories of 3 cumchsion plastic. Easy assembly.

79 N 5992C Shipping weight 6 pounds $4.97

ORIGINAL **Vogue** DOLLS
ONLY AT **Wards** BY MAIL

[9] **Baby Dear—a Bundle from Doll Heaven,** with all the warmth and appeal of a live baby. Pudgy pink cheeks, puckered mouth, turned-up nose and downy rooted hair, her limbs are made so they flop like a baby's. Soft-as-skin vinyl arms, legs, head, cotton stuffed body. Extra outfits sold below.
48 T 3833—Abt. 12 in. long. Wears 4 pc. sleeping gown.
Ship. wt. 1 lb. 3 oz. **$4.69**
48 T 3832—Abt. 16 in. long. Wears 4 pc. sleeper.
Ship. wt. 2 lbs. 10 oz. **$8.49**

(9) **Batiste Dress** with floral embroidery, lace trim. Ship. wt. 3 oz.
48 T 4001—For 16-in. doll **$3.29**
48 T 4000—For 12-in. doll **2.29**

10) **Hooded Jacket** with lace trim, matching pants. For 16-in. doll.
48 T 4003—Ship. wt. 6 oz. **$3.79**
**(Not Shown)—Hooded Jacket like** (10), bunting bag. For 12 in. doll.
48 T 4002—Ship. wt. 4 oz. **$2.79**

[11] **Littlest Angel Kneels, Sits, Walks** 11-in. toddler with rooted hair in Dutch bob. Her eyes close, she's fully jointed. Wears shoes, socks; panties she's wearing may be dressed in those several outfits (see three sets below).
48 T 3888—11-in. Doll only.
Ship. wt. 12 oz. **$2.59**

[12] **Pique Dress** with braid trim.
48 T 4011—Outfit. Wt. 2 oz. **89c**

13) **Dainty Print Pajamas.**
48 T 4009—Outfit. Wt. 2 oz. **89c**

(14) **Lace-Trimmed Party Dress.**
48 T 4012—Outfit. Wt. 2 oz. **$1.79**

(15 **Pretty Dress** with attached apron, matching leotards.
48 T 4014—Outfit. Wt. 2 oz. **$1.79**

(16) **Slacks,** matching stripe top.
48 T 4013—Outfit. Wt. 2 oz. **$1.79**

(17) **Felt Coat, Hat,** velvet trim.
48 T 4015—Outfit. Wt. 2 oz. **$1.79**

[18] **Elfin Baby Ginny** dressed for company in lace-trimmed angel top with nylon velvety pants, shoes, socks. She drinks and wets, has feather-weight bottle. Rooted hair, softly tinted, soft vinyl skin can be bathed.
48 T 4329—About 12 in. tall.
Ship. wt. 1 lb. 1 oz. **$4.69**
48 T 4030—About 20 in. tall.
Ship. wt. 3 lbs. 3 oz. **$7.44**

[19] **Miss Ginny,** new playtime companion. Arms bend at the waist, is fully jointed, with sleeping eyes, rooted hair. She models flowered cotton dress, bandeau-tied pixie top. About 16 in. tall.
48 T 4028—Ship. wt. 1 lb. 6 oz. **7.44**

See How
**Baby Dear**
Has Grown
Now She's 1
**$12.98**

[7] **. . . And She's So Proud of Her Two Front Teeth.** Baby Dear-One is a bouncing 1-year old, still soft and cuddly, she's just now learning to sit up. Her delicate baby features are so life-like, her rooted hair is silky-soft. And she's so good she goes right to sleep. She's ready to play in her dress with ruffled panties, new shirt, shoes, socks.
48T4329. Abt. 25 in. tall. Wt. 4 lbs. 4 oz. **$12.98**

GOODY PRESENTS

# *Pretty Dolls in Latest Fashions*

[1] **I'm All Dressed to Go For a Stroll**—just take my hand and I walk with you. I keep comfy in smart leather-like vinyl jacket, cotton slacks blouse kerchief, shoes and socks. Rooted hair, fully jointed, sleeping eyes. I'm about 27 inches tall.

48 T 3967 M—Ship. wt. 4 lbs. **$7.77**

**Doll as Above, With Extra Wardrobe** . . . darling painter's smock and pretty overblouse.

48 T 4042 M—Ship. wt. 4 lbs. 8 oz. **$9.77**

[2] **Toddler in Toasty Warm Snow Suit,** soft, fuzzy earwarmer leggings, blouse, shoes, socks. She walks with you when guided, fully jointed, rooted hair, sleeping eyes. About 23 in. tall.

48 T 4044—Ship. wt. 2 lbs. 8 oz. . . **$4.97**

[3] **I Walk With You When Guided,** wearing cotton dress, panties, anklets socks, carrying my pinafore. Rooted ponytail, fully jointed, sleeping eyes. About 22 in.

48 T 4040—Ship. wt. 3 lbs. **$4.97**

[4] **"See My Pretty Dress,"** this toddler seems to say. She wears rayon plaid dress with ribbon belt, organdy collar, lace-trimmed sleeves. Panties, shoes, socks, a bow in her hair. Rooted ponytail, sleeping eyes, fully jointed. About 16 in.

48 T 4045—Ship. wt. 1 lb. 8 oz. **$2.99**

[5]-[6] **We Come All the Way From West Germany** to make your Christmas merry. We have such delicate features, soft nylon rooted hair, sleeping eyes. Are fully jointed—can move with ease.

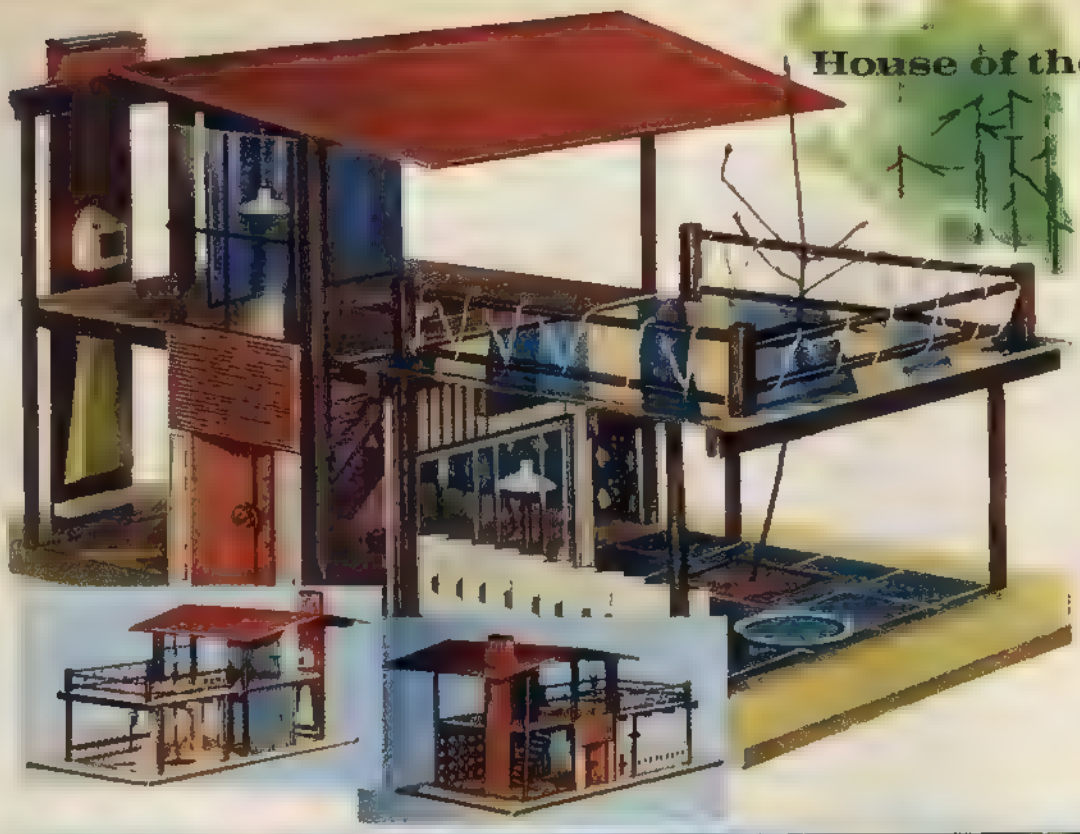
(5) **I'm Ready to Play Outdoors** in my fur-like jacket with hood, leotards, shirt, boots that lace. About 12 in. tall.

48 T 3914 Ship. wt. 1 lb. . . **$3.98**

(6) **Let's Go Calling**—I'll wear my fleecy dress coat, fur-like hat, dress, nail, slip, shoes and socks. I'm about 12 in. tall.

48 T 3915 Ship. wt. 1 lb. . **$3.98**

# House of the FUTURE



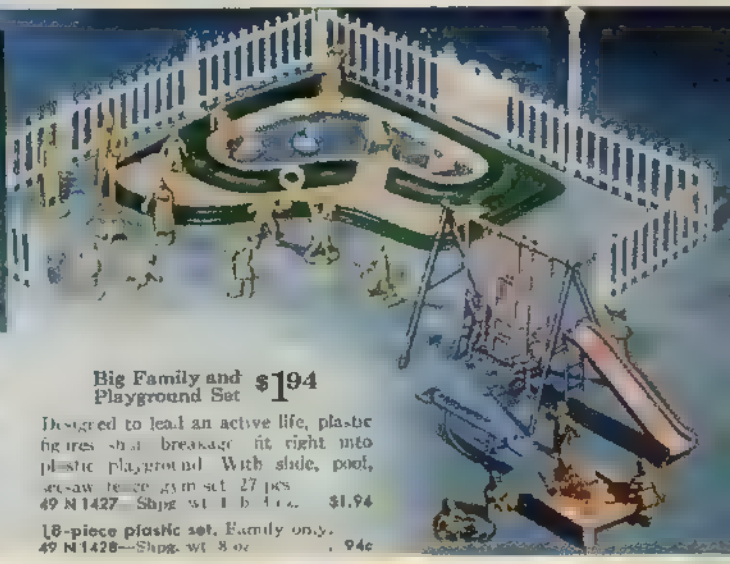
Excitingly new, made with stained wood . . because there are no outside walls child can play easily from all four sides

**$18.77**

Give her a thrilling look at the future with this spacious open house. Inspired by newest designs that drop the boundaries between in and out door living, it's made minus outside walls. She can play with ease from all four sides instead of one.

Inside panels and partitions move wherever she wishes stimulating her imaginative decorating ideas. Breath-Tex finished with gold color simulated carpeting on the first floor, simulated lights, fireplace, sun deck, mock tile patio, pool. About 36x20 in. Wood and Masonite Presdwood®. Assembles.

79 N 1425L—Wt. 18 lbs.... $18.77



**Furnish 5 doll-house rooms with 36-piece Set** **$2.99**

Made of high-impact plastic, each piece from sofa to range resists breakage, encouraging furniture-moving play. Distinguished by fine design, pieces have sliding drawers, moving parts. Each, approximately 1¾ in. To brighten bath, kitchen—pink, turquoise, yellow, green; living, dining, bedrooms—mock mahogany, red, ivory.

49 N 1420—Shipping weight 1 lb. 8 oz. . . . . $2.99

**3 Table Lamps** **88c**

Brighten her doll-house with plastic lamps that really light. 3 bulbs and batteries incl. 2½ in. high. Shpg. wt. 6 oz.

49 N 1426....Set 88c

**Big Family and Playground Set** **$1.94**

Designed to lead an active life, plastic figures shrug breakage, fit right into plastic playground. With slide, pool, see-saw, fence, gym set. 27 pcs.

49 N 1427—Shpg. wt. 1 lb. 4 oz. . . . $1.94

**18-piece plastic set.** Family only.

49 N 1428—Shpg. wt. 8 oz. . . . . .94c

## Doll Houses in pairs make friendly neighborhoods

**Both Houses** **$7.48**

*Save 50 cents . . buy set of both houses below.* Shipping wt. 13 lbs.

79 N 1431C2.... Set $7.48

**6-room Colonial House.** Has nursery, bedroom and bath upstairs; kitchen, living-dining area and utility room with sun-deck on the second floor. This colonial steel model comes with attractive plastic furnishings. 25½x9½x15½ in. high.

79 N 1430C—Shipping weight 7 pounds.....$3.99

**Either House** **$3.99** each

**6-room Ranch House.** Completely furnished bedroom, bath, living-dining area, utility room, plus patio. Durable, colorful steel. Designed to take lots of rugged play. 33x9x10 in. high. Plastic furnishings are scaled to size.

79 N 1401C—Shipping weight 6 pounds . . . . . $3.99

# All of steel and just her size..

**Only steel** is so long lasting and every main part of every piece is steel . . right down to the hinges on each door.

**Only steel** can be so authentically detailed. The finish of each unit is glossy enamel and door handles are in gleaming chrome plating. Lithographed kickplates seem like shiny metal . . a final touch that makes this play kitchen so realistic she can almost smell dinner. Accessories not included.

## Save $3.09 to $4.08 on Complete Sets

**3-piece set.** Range, refrigerator and sink. *Sold separately at $29.97.* Wt. 50 lbs.
79 N 1107L3 . . Set $26.88

**4-piece set.** Range, refrigerator, sink, cupboard. *Sold separately at $40.96.* Wt. 60 lbs.
79 N 1124L4 Set $36.88

### Cupboard with handy countertop

**$10.99**

1 Young "mommy" has ample work surface and storage space for play food and utensils. Simulated "mosaic" tile mat hides sink top. Sliding overhead doors of translucent plastic. Cutlery drawer. 15x18x36 in. high. Unassembled. Shpg. wt. 19 lbs.
79 N 1188L.....$10.99

### Happi-Time Sink . . running water!

**$8.99**

2 Just turn on plastic faucet . . . water flows from back panel reservoir down to water tight plastic basin. Chrome plated handles. Back panel and work surface lithographed to look like mosaic tile. 18x15x27¾ in. Unassembled. Shpg. wt. 15 lbs.
79 N 1184L.....$8.99

### Kenmore Range "see thru" oven

**$8.99**

3 So real—knobs even turn and click. Steel top looks like "stainless." Make believe burners, electric controls. Plastic oven window. Shelf lithographed to look like roast rack. 18x15x27¾ in. Unassembled. Shpg. wt. 15 lbs.
79 N 1183L.....$8.99

### Coldspot Refrigerator

**$11.99**

4 Room enough for lots of play food. Large freezer compartment and shelf. Foot door lever, magnetic catch. Lithographed double doors. 18x15x36 inches high. Easy to assemble. Shipping weight 20 pounds.
79 N 1186L.....$11.99

### Combination Washer-Dryer actually washes and spin-dries clothes

Was $15.99 Now **$9.99**

Just turn crank and agitator churns water like a real washer. Then to spin dry, turn a knob and agitator shifts into high, spinning water out of clothes as you turn crank.

Dolly's clothes come out clean and fresh. Top loading, with see-through plastic lid.

Sturdily made of heavy gauge steel. Drain hose permits easy emptying. Holds up to 1 quart of water. Washer-dryer is 24½ inches high to the work surface. Measures 18x15x27¾ inches high over-all. Shipping weight 19 pounds.
79 N 1060L..... $9.99

12 pc. Snack Set. Plastic tray, cups, plates, pan, server, water. Wt. 1 lb.
49 N 1125 . . 97c

18-pc. Refrigerator Set. All plastic. Shipping weight 1 lb.
49 N 1126 $1.14

# Bongos, Congas, Parade Drums and Snare Drums

**(A) Calypso Bongo Kit**
Large Knee-Cut Bongo, 7½" and 6" goatskin heads, 6¼" H.; Large Maracas and Calypso Hat. Complete with Instruction Book. Ship. wt. approx. 8½ lbs
1623Q623—Calypso Bongo Kit.
1623/3G592—3 or more. Sugg. Ret. $12.95

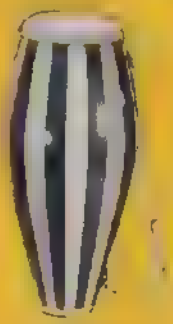
**(B) Tunable Bongo—Sparkle Finish**
5" and 6½" goatskin heads, 6½" H. Silver Sparkle finish. Ship wt. approx. 6 lbs
1624G1595—Tunable Bongo—Sparkle Finish.
1624/3G1515—3 or more
Sugg. Retail $31.95

**(C) Hardwood Tunable Bongo**
California redwood construction. Plated hardware. 7" and 8" goatskin heads, 5½" H. Ship. wt. approx. 4½ lbs
1625G2228—Hardwood Tunable Bongo.
1625/3G2117—3 or more
Sugg. Retail $33.00

**(D) Large Knee Cut Bongo**
Two Tone hardwood, knee-cut bongos. 7½" and 6" goatskin heads, 6¼" H. Ship. wt. approx 3 lbs.
1502G473—Large Knee-Cut Bongo.
1502/3G449—3 or more. Sugg. Ret. $8.95

**(E) Medium Size Knee-Cut Bongo**
Two Tone hardwood, 6" and 5" goatskin heads, 6¼" H. Ship. wt. approx 2 lbs
1503G360—Medium Size Knee-Cut Bongo.
1503/3G324—3 or more. Sugg. Ret. $7.95

**(F) Congas**
1626G2025—30" Conga. Two Color Hardwood. Leather shoulder straps. Goatskin head. Shipped via Truck or Express. Ship. wt approx. 24 lbs.
Sugg. Retail $41.00
1628G1425—22" Conga. Similar to above except 22". Shipped via Truck or Express. Ship. wt. approx. 8 lbs
Sugg. Retail $29.00


(F) Congas

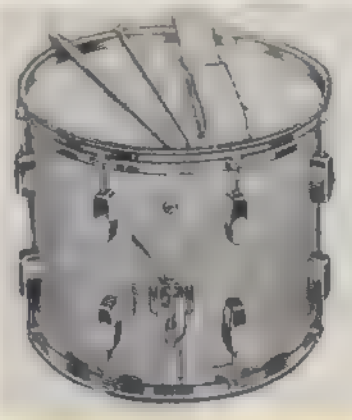
**Latin-American Kit**
Complete kit. Includes: Knee-Cut Bongos of two color hardwood with 7¼" and 6"x6¼" H. goatskin heads, large 8" painted maracas; large 8" Mexican-type claves; Medium sized, first quality wood castanets; large 15 guiro (scratcher); instruction book and a 12" L.P. instruction record. Ship. wt. approx. 10 lbs
1505G1421—Latin American Kit.
1505/3G1350—3 or more. Sugg. Retail $28.95

**Deluxe Pearl Snare Drum**
2611MF5715—Separate tension, 8 self-aligning lugs, t. p. f. a. w. hoops. Straight snares, cast throw-off strainer. Chrome fittings. Size 5"x14". White Buzz or Gold Pearl. Specify. Ship. wt. 8 lbs. F.O.B. Midwest Warehouse.
Sugg. Retail $31.50
2611MF5594—Snare Drum Kit. Includes above Snare Drum, hard shell cabinet-bottom case, drum stand. Chrome-plated. practice pad; wire brushes, drum sticks and a drum book. Specify Color. Ship. wt. 18 lbs
Sugg. Retail $137.50

**Standard Snare Drum**
2612MF2813—6 single tension, square-head keyless metal hoops throw-off strainer, snappi snares. Chrome plated fittings. Size 5"x14". Mahogany, White or Black Lacquer. Specify. Ship. wt. 6 lbs. F.O.B. Midwest Warehouse
Sugg. Retail $45.00
2612MF2438—Snare Drum Kit. Includes above Snare Drum, drum stand, fibre carrying case, practice pad; wire brushes, drum sticks and a drum book. Specify Color. Ship. wt. 12 lbs
Sugg. Retail $55.00

**Quality Snare Drum**
2612MF2719—A professional model in construction and appearance. Separate tension with 8 self-aligning tension lugs, large 6 cast hoops, throw-off strainer and snappi snares. Fittings in chrome plated brass. Size 5"x14". Available in White, Blue and Silver or Black Lacquer. Specify color. Ship. wt. 7 lbs. F.O.B. Midwest Whse. Sugg. Retail $59.50

**Mastro Drum Outfit**
Complete set that anyone can play—for [illegible] musical enjoyment. Includes 14 x8" Spartan Pearl snare drum, chrome plated cymbal holder, 14" brass cymbal, snare plated snare drum stand, set of jazz brushes, set of drum sticks, all bass action hook. Ship. wt. approx. 8 lbs
1527G2250—Mastro Drum Outfit.
Sugg. Retail $30.00



**Deluxe Pearl Parade Drum**
2609MF3469—[illegible] drum made in Pearl finish. Separate tension with 16 self-aligning lugs (8 for snare, 8 for batter side). Chrome fittings, throw-off strainer, snappi snares. Triple flange hoops. Stick, sling and key included. White Black or Gold Pearl. Specify. Ship wt. 12 lbs. F.O.B. Midwest Whse
Sugg. Retail $87.50
2610MF6219—Same as above in the 8"x5" size. White Black or Gold Pearl. Specify. Ship wt. 14 lbs.
Sugg. Retail $98.50

**Quality Parade Drum**
2607MF3311—Separate tension drum with 8 modern self-aligning streamlined lugs. Chrome fittings, throw-off strainer, snappi snares. Protective wax coating. Size 16"x14". Sticks, sling and key included. Mahogany or White Lacquer. Specify. Ship. wt. 10 lbs. F.O.B. Midwest Whse.
Sugg. Retail $69.50
2608MF3000—Same as above except in the 12"x8" size. Specify finish. Ship wt. 13 lbs.
Sugg. Retail $80.00

**Regular Parade Drum**
2609MF3084—8 [illegible] key rods with Speed type [illegible] Chrome fittings. Lacquer finish. Perfect, round laminated hoops. Complete with sticks, sling and key. Size 16"x14". Available in Mahogany or White Lacquer. Specify. Ship. wt. 9 lbs. F.O.B. Midwest Whse.
Sugg. Retail $49.50
2700MF3394—Same as above in the 12"x8" size. Mahogany or White Lacquer. Specify. Ship wt. 10 lbs.
Sugg. Retail $57.50

**Popular Model Parade Drum**
2501MF3813—6 single [illegible] key rods. Double claw locks single tension with all Chrome fittings. Size 16"x14". Mahogany only. Complete with sticks, sling and key. Ship wt. 9 lbs. F.O.B. Midwest Whse.
Sugg. Retail $45.00
3035MF3125—Parade Drum Kit. Above drum with Fibre Carrying Case. Ship wt. 15 lbs.
Sugg. Retail $59.00
3060MF3125—Parade Drum Kit. Same as above except with Waterproof Zipper Bag. Ship wt. 13 lbs.
Sugg. Retail $50.00

$15.88 without batteries

### Floor Model Hockey Game with realistic 3-D figures

Big rink action on all steel frame, aluminum folding legs. Players individually controlled: twist, turn, skate forward, back; use stick-handle and shoot magnetic puck. Goalies block side to side.

Light signals score (order 2 "D" batteries below at the right). 36 x 21 inch rink, puck ejector, pennants, rules, paint set to color 12 polyethylene players.

79 N 4191—Shipping weight 18 lbs. $15.88

$10.99

### Wide-open play patterns with slide-action hockey players

Goalies rove, block pass, 3 forwards, 2 defense men on each team skate up and down rink, even behind nets . . pass, block, spin, shoot, score. Extra forward for last minute of play when goalie is removed. Puck ejector on side panel with scoreboard, crowds. 36x18-in. hardboard rink, steel frame. Light signals score (order 2 "D" batteries below at right).

79 N 2921—Shipping weight 11 lbs. $10.99

$9.99

### Players shoot marble puck for a fast game of Hockey

Players block and shoot marble pucks from fast positions on rink. Goalies block from side to side. Skaters are controlled by metal rods. Strong hardboard rink is set in a steel frame, 36x18 inches.

Includes 10 players, 2 goalies, 6 pennants in authentic colors, 2 plastic nets, plus rule and instruction book.

79 N 2241 -Shipping weight 12 lbs. $9.99

*Curved and "S" shaped slots put the punch and excitement of real SKATING action into every match*

## Canadian Electric Hockey Game

With 24 extra players . . . enough for 6 full teams

$12.44 without batteries

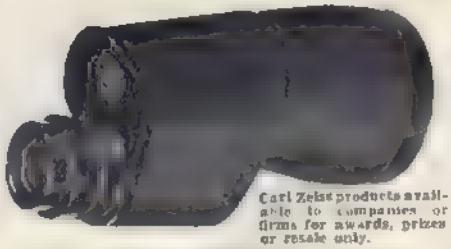
Center ice spot at the beginning of each rink. Shoot pass, block . . . get the "feel" of regular stick handling, with rink-ends pass ... rubber. Magnetic players are twisted, pulled ... gear mechanism in figure. Clear protective window shields around ends with grandstands at sides.

Set includes overhead scoreboard; championship badge, rule book, instructions. Regular puck and ... net. Puck ejector, rink ... frame. 2 6 players. Order 2 "D" batteries below.

79 N 3351—Shipping weight 13 pounds $12.44

79 N 4660 "D" Batts. Wt. 4 oz. Ea. 16c, 4, 60c

# Monoculars, Opera and Sport Glasses



Carl Zeiss products available to companies or firms for awards, prizes or resale only.

### CARL ZEISS PRISM MONOCULARS 8X30B AND 15X60 MODELS

These [illegible] Zeiss [illegible] precision [illegible] Each [illegible] of [illegible] and [illegible] Perfect [illegible] perfect viewing for wearers of [illegible] complete with case and straps. The 15X6 [illegible] field of view of 240' and can be [illegible] or a camera [illegible] Ca[illegible] Retail

2[illegible]V8[illegible] 8X 6[illegible] Monocular with case straps $111 00
2[illegible]V1[illegible] 20—15X60 Monocular—(No case) .... 169.00
2902V650 Tripod for the 15X60 Model..... 11.00

### Zoom Monocular Powers 7X—12X

2[illegible]V1800—A truly versatile deluxe quality expertly built monocular. Fine achromatic 40mm [illegible] coated optics. Equipped with special focusing wheel to zoom powers from 7X to 12X. American style. Ideal for tourist, hunting and general use. Complete with [illegible] strap. Supplied with tripod [illegible] Not taxable. Retail Less Than $40.25

2902V650—Tripod for the above. Retail $11 00

### MONOCULARS WITH CASE

● 7X35 ● 7X50 ● 10X50 ● 20X50

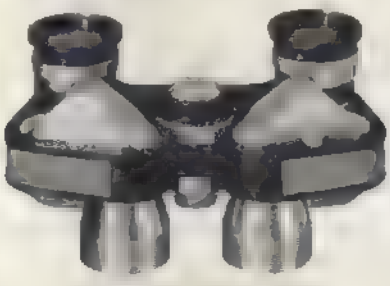
When the need is for a single eyepiece, we suggest [illegible] precision [illegible] Fully [illegible] a [illegible] satisfaction. Each [illegible] supplied with a tripod socket. Japanese. **No Federal Tax**

| Cat. No. | Size | View | Retail Less Than |
|---|---|---|---|
| 2[illegible]V900 | 7X35 | 340' | $1[illegible]25 |
| 203[illegible]V1[illegible]40 | 7X50 | 275' | [illegible]9 25 |
| 2[illegible]31V1[illegible]30 | 10X50 | 279' | 22 25 |
| $143V1440 | 1[illegible]X50 | 183' | 24 00 |
| 2031V1560 | 20X50 | 183' | 26 00 |
| 2902V650—Tripod for the above. | | | 11 00 |

### COMPACT PRISM SPORT GLASS 8X20 MODEL

2[illegible]V1557 A compact center focus binocular of exacting workmanship and construction. Precision ground, coated optics provide excellent viewing for all spectator sports. The field of view of 320'. Extremely lightweight and compact design. Complete with carrying case.

**Retail Less Than $26 00**



### Compact Prism Sport Glass 6X25 Model

2326V2577—6X25 Wide Angle Binoculars, Center Focus. A truly deluxe prism miniature binocular. Finest optical and mechanical performance. 6 power 25mm objective lens. Coated optics. Wide angle field of view 577' at 1000 yds. Complete with Tan Pigskin case. **Retail Less Than $43.00**

### Hertel & Reuss 7X25 Wide Angle Compact Pocket-Sized Binocular

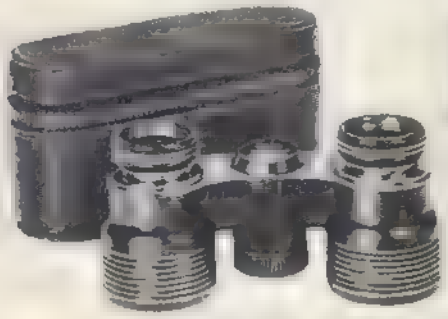
2785V4600 A superb German wide angle center focus binocular. Manufactured with exacting precision by Hertel & Reuss. Offers an extra wide field of view [illegible] 400' at 1000 yds. [illegible] coated optics for additional [illegible] Body constructed of [illegible] Easily fits into pocket. Complete with case.

Retail Less Than $72 25

### Hertel & Reuss 3[illegible]X32 Sport Glass—German

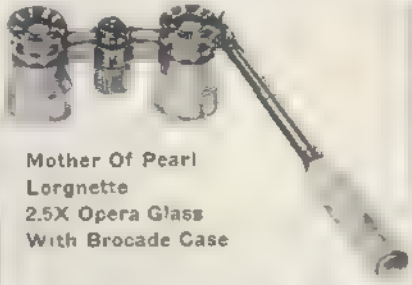
2[illegible]V2167 An excellent sport glass best suited for the opera [illegible] or wherever a small compact glass can be used. Extra wide angle field of view 650' at 1000 yds. Magnesium body [illegible] leather covered. Weighs 4 ozs. Complete with case.

**Retail Less Than $31 00**



### 3 Power Center Focus Opera Glass

2328V646—An excellent 3X center focus opera glass. De luxe wine colored finish. Ingenious design permits [illegible] interpupillary adjustment. Ideal for the sports [illegible] as well as the theater goer. Extra wide view 683' at 1000 yds. 27mm objective lens. Matching zippered case. Made in Japan. **Retail Less Than $14.00**



### Mother Of Pearl Lorgnette 2.5X Opera Glass With Brocade Case

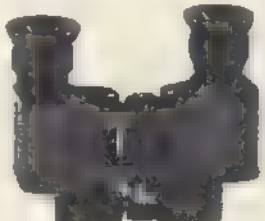
2709V1290 — A truly beautiful 2.5X opera glass with highly polished gold plated body. [illegible] Equipped with mother of pearl handle which can be extended to length of 7½". Has ⅝" objective lens. Gives brilliant image and superb light transmission. Complete with attractive brocade case.

**Retail Less Than $21.95**

### Deluxe Pearl Opera Glass—2.5 Power

2040V810 — An exquisite opera glass fit for a princess, accented by mother-of-pearl to [illegible] plated frame. Complete with beautiful lined brocade [illegible] **Field of View 750' at 1000 yds. Wt. 6 oz. Made in Japan.**

**Retail Less Than $14 00**



### Compact 7X35 Prism Binocular [illegible] Outdoor Design

2814V2800 -This instrument is ideally suited for viewing outdoor sports such as football, baseball, and other [illegible] events as well as [illegible] Extra wide field of view [illegible] Center focus. Exterior [illegible] and lightweight. Complete with [illegible]

**Retail Less Than $36 00**

### Thoroughbred Field Glass 4X40—Japanese

2022V885 The ideal glass for all outdoor sports fans. Ruggedly constructed for lasting performance. This top grade glass with coated optics gives unusual clarity and definition of objects. **Interpupillary adjustment. Including genuine Pigskin case. Retail Less Than $15 00**

### 'Scout'—4X30 Field Glass

2[illegible]V750 [illegible] Scout field glass. An [illegible] glass for a boy scout or [illegible] young viewing enthusiast. Internally coated lenses. Field of view 564' at 1000 yds. This 4 power glass has a 30mm objective lens. Complete with case and carrying strap. Made in Japan. **Retail Less than $11 00**

### 3 Power Folding Opera Glass

1660V255 This [illegible] opera [illegible] fold [illegible] evening bag or pocket. [illegible] [illegible] Ideal [illegible] theater [illegible] Weighs only 8 ounces. Shipping weight 1 pound. **Retail Less Than $4.50**

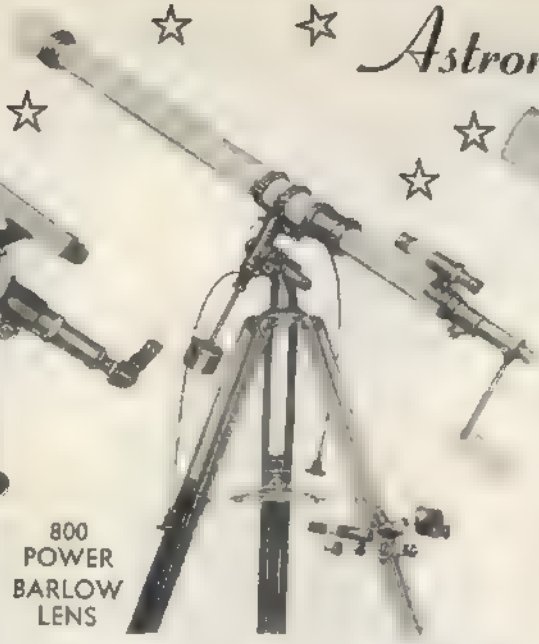
### HENSOLDT 8X20CF MINIATURE BINOCULAR

2140V3520 An excellent German made 8X20 [illegible] miniature binocular that fits into the pocket of your [illegible] equipped with precision ground [illegible] Focusing part [illegible] easily [illegible] closed [illegible] Locking feature which [illegible] them effectively from dirt, moisture and [illegible] damage. All [illegible] a fine field of view of 360' at 1000 yds. Complete with soft leather pouch. **Retail $94 00**

**Binoculars and Field Glasses Are Subject to 10% Federal Excise Tax—Monoculars Not Taxable**

# Astronomical Telescopes

Astronomy for Everyone
One of America's
Fastest Growing
Hobbies



### SWIFT "MERCURY"—500 POWER EQUATORIAL MOUNTING TELESCOPE

★ 76MM Objective Lens ★ Powers to 500X
★ Equatorial Mounting ★ 10X Finder Scope

31674 19685— Observe the surface stars and other [illegible] sharp clear [illegible] This is a fine telescope for the most exacting astronomical devotee. Excellent observation afforded by a focal length of 1,000mm. Five eyepieces give normal viewing of 25X, 50X, 111X, 167X and 250X. Barlow lens doubles the powers to 50X 100X, 222X 334X and 500X. Massive, precision-built equatorial mount is fully counterbalanced for ultra-smooth action and zero-drift positioning at any angle. Slow motion controls and engraved declination and right ascension scales facilitate rapid finding and tracking of celestial objects. Erecting prism converts scope for terrestrial viewing. Sun filter permits safe observation of sunspots, solar flares etc. Other fine accessories include 10X finder scope, sun projection screen and rigid metal-reinforced tripod with accessory tray. Complete with [illegible] wooden carrying case. View Map and instruction manual. Made in Japan.

Retail Less Than $[illegible]

### "ATLAS"—800 POWER EQUATORIAL MOUNTING TELESCOPE

★ 76MM Objective Lens ★ Powers to 800X
★ Equatorial Mounting ★ 6X Finder Scope

22837 13907— View satellites of other planets, sunspots, craters, moon craters and other celestial phenomena. An ideal scope to the serious student of astronomy. Powerful observation afforded by a focal length of 1200mm. Precision ground concave-convex objective lens. Four eyepiece give normal viewing of 80X, 128X, 267X, and 400X. Barlow lens doubles the powers to 160X, 256X, 534X, and 800X. Observatory-type equatorial tripod mounting [illegible] for latitude with flexible slow-motion adjustments for [illegible] hour angle and declination. The mounting affords very accurate pin-pointing and tracking of celestial objects. Equipped with diagonal prism for right angle viewing, erecting prism for terrestrial viewing, sun glass permits safe observation of sunspots, solar flares etc. Other accessories include [illegible] power finder scope with cross hairs, [illegible] projection screen and accessory tray. Complete with [illegible] wood carrying case and instructions. Made in Japan.

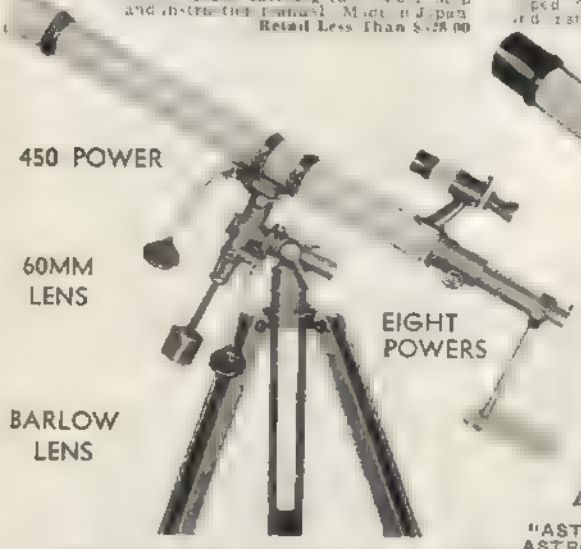
Retail Less Than $300.00

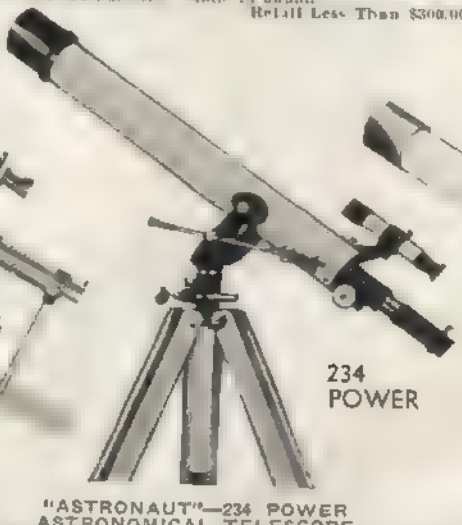
### "CANAVERAL"—454 POWER EQUATORIAL ASTRONOMICAL TELESCOPE

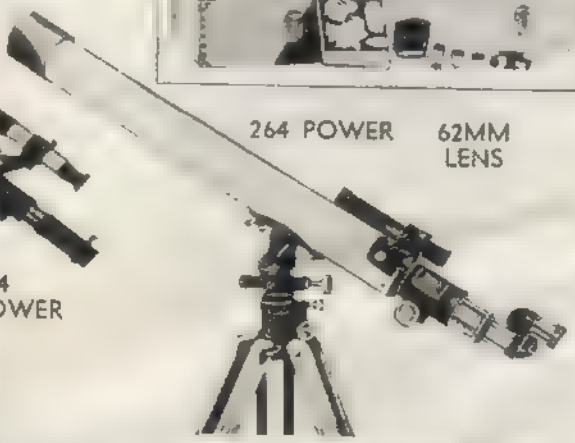
★ Powers to 454X ★ Equatorial Mounting
★ 80MM Achromatic Lens ★ 3 Eyepieces

26086 71397— An outstanding precision quality reflector astronomical telescope. A fine telescope for serious observation [illegible] The 80mm objective lens affords excellent light gathering properties for sharp, clear viewing. Large 91mm focal length. Normal powers are 45X and 227X. Barlow lens doubles powers to [illegible]X and 454X. Provides [illegible] low [illegible] magnifying power [illegible] for [illegible] terrestrial viewing and observation of other moving objects. Erecting prism converts scope for terrestrial viewing [illegible] power finder scope [illegible] cross hairs [illegible] projection screen. Metal base with [illegible] screws [illegible] complete with tripod, fitted hardwood case and instruction manual. Made in Japan.

Retail Less Than $190.00




### "SOLAR SCOUT"—450 POWER EQUATORIAL MOUNTING TELESCOPE

★ 60MM Objective Lens ★ Powers to 450X
★ Equatorial Mounting ★ 6X Finder Scope

30079 32410—A superior quality precision instrument designed to permit observation of [illegible] with good [illegible] resolution. Brilliant views with [illegible] power of 112mm. Four eyepieces afford powers of 90X 75X 45X and 225X. Barlow lens doubles power to 180X 150X 90X and 450X. Counter-balanced equatorial mounting for true [illegible] motion. Slow-motion adjustments for [illegible] hour angle and declination. Additional equipment includes star diagonal [illegible] solar projector screen, erecting prism for terrestrial viewing and 6X finder scope for easy centering in area location. Objective lens is [illegible] achromatic and coated. Complete with tripod, fitted hardwood carrying case and instructions. Made in Japan.

Retail Less Than $154.00

### "ASTRONAUT"—234 POWER ASTRONOMICAL TELESCOPE

★ Powers to 234X ★ 60MM Objective
★ Large Wooden Case ★ 4X Finder Scope

23139 5300— Precision ground 60mm coated objective lens for high light transmission. 5X24mm finder. Rack and pinion focusing. Normal powers are 35X and 117X. Barlow lens doubles to 70X and 234X. Sun glass and diagonal eyepiece included. Complete with wood tripod, case and [illegible]. Made In Japan.

Retail Less Than $66.00

### "RANGE SPANNER" 264 POWER REFRACTOR ASTRONOMICAL TELESCOPE

★ 4 Powers to 264X ★ 62MM Objective Lens
★ Large Wooden Case ★ 4X Finder Scope

23174 5300— Precision quality throughout. Features include concave-convex objective lens, 4 power finder scope, rack and pinion focusing, erecting prism [illegible] and 2 section wood tripod. Normal powers are 90X and 132X. Two lower [illegible] doubles to 180X and 264X [illegible] Made In Japan.

Retail Less Than $96.00

### "CHALLENGER"—4" REFLECTOR ASTRONOMICAL TELESCOPE

★ 4" Mirror ★ 3X Finder ★ 700MM Focal Length

26164 4410—A precision quality designed reflecting telescope employing an aluminized and quartz overlay primary mirror. Metal housing for pin-point observation. One eyepiece is 4mm. [illegible] 175X and the other is a 20mm Huygens 70X. A right angle mirror [illegible] Amici prism [illegible] The finder scope is a power with a 24mm objective lens. Complete with wooden case and instructions. Made in Japan.

Retail Less Than $75.00

Classic beauty in 14K and 10K yellow gold. Genuine Carnelian Shell cameos in exquisite frames. Illustrations are actual size.

(A) 6206J1125—**Earrings.** 10K Yellow Gold genuine Carnelian cameo earrings with screw type mountings for unpierced ears. Sugg. Retail $22.50

(B) 6205J1010—**Pendant.** 10K Yellow Gold genuine Carnelian cameo pendant. 16" chain. Sugg. Retail $11.25

(C) 6207J1050—**Earrings.** 14K Yellow Gold genuine Carnelian cameo earrings with screw type mountings for unpierced ears. Sugg. Retail $33.60

(D) 6208J910—**Pendant.** 14K Yellow Gold genuine Carnelian cameo pendant. 15" chain. Sugg. Retail $17.10

(E) 6209J1350—**Earrings.** 10K Yellow Gold genuine Carnelian cameo earrings with screw type mountings for unpierced ears. Sugg. Retail $27.00

(F) 6210J910—**Pendant.** 10K Yellow Gold genuine Carnelian cameo pendant. 16" chain. Sugg. Retail $17.10

(G) 6211J1185—**Brooch.** 10K Yellow Gold frame with 30MM genuine Carnelian cameo. Chain loop and safety catch. Sugg. Retail $23.70

(H) 6212J2345—**Brooch.** 14K Yellow Gold with genuine Carnelian, 16MM cameo and sparkling .01½ ct. Diamond. Chain loop and safety catch. Sugg. Retail $54.90

(J) 6214J2385—**Brooch.** 14K Yellow Gold ultra genuine 30MM Carnelian Cameo. Chain loop and safety catch. Sugg. Retail $47.25

(K) 6214J2375—**Brooch.** 14K Yellow Gold antique style frame with genuine 30MM Carnelian cameo. Sugg. Retail $50.00

(L) 6215J1825—**Brooch.** 10K Yellow Gold genuine 30MM Carnelian cameo. Chain loop and safety catch. Sugg. Retail $30.15

3000J720—**Cameo Brooch.** Genuine Carnelian cameo set in 14K Yellow Gold overlay. Supplied with contrasting black velvet band. Truly delightful and smart too. Sugg. Retail $13.50

3002J640—**Earrings.** Genuine Carnelian cameos. 14K Yellow Gold overlay screw type mountings for unpierced ears. Sugg. Retail $12.00

1103J900—**Brooch.** 12K Yellow Gold filled frame with genuine Carnelian cameo. Chain loop and safety catch. Sugg. Retail $18.00

1104J610—**Earrings.** Genuine Carnelian cameos set in 12K Yellow Gold filled screw type mountings for unpierced ears. Sugg. Retail $12.00

6107J1050—**Pendant.** Genuine Carnelian cameo set in 14K Yellow Gold. 16" chain. Sugg. Retail $14.00

6106J1575—**Earrings.** Genuine Carnelian cameos set in 14K Yellow Gold screw type mountings for unpierced ears. Sugg. Retail $21.00

**Chains for Lockets, Cameos and Pendants**

| | | Sugg Retail |
|---|---|---|
| (A) | 1114J180—10K Yellow Gold 16" | $ 3.40 |
| (A) | 1115J200—Same as above in 18" | 3.70 |
| (B) | 1116J285—14K Yellow Gold 16" | 5.35 |
| (B) | 1117J315—Same as above in 18" | 5.90 |
| (B) | 1131J355—14K White Gold 16" | 6.65 |
| (B) | 1132J385—14K White Gold 18" | 7.30 |
| (C) | 1118J260—10K Yellow Gold 16" | 4.70 |
| (D) | 1119J285—10K Yellow Gold 16" | 5.35 |
| (D) | 1120J315—10K Yellow Gold 18" | 5.90 |
| (H) | 1126J375—10K Yellow Gold 16" | 7.00 |
| (J) | 1127J540—10K Yellow Gold 18" | 10.15 |
| (J) | 1128J670—14K Yellow Gold 18" | 12.55 |
| J | 1130J65—Sterling Silver 18" | |
| | (Minimum order six pieces) | 1.20 |

3064J720—**Cameo Brooch.** Gleaming black silhouette cameo on white bone china. 14K White Gold overlay filigree frame. Held at the throat by a contrasting black velvet band.
Sugg. Retail $13.50

3063J560—**Earrings.** 14K White Gold overlay screw type mounting for unpierced ears. Gleaming black silhouette cameos on white bone china.
Sugg. Retail $10.50

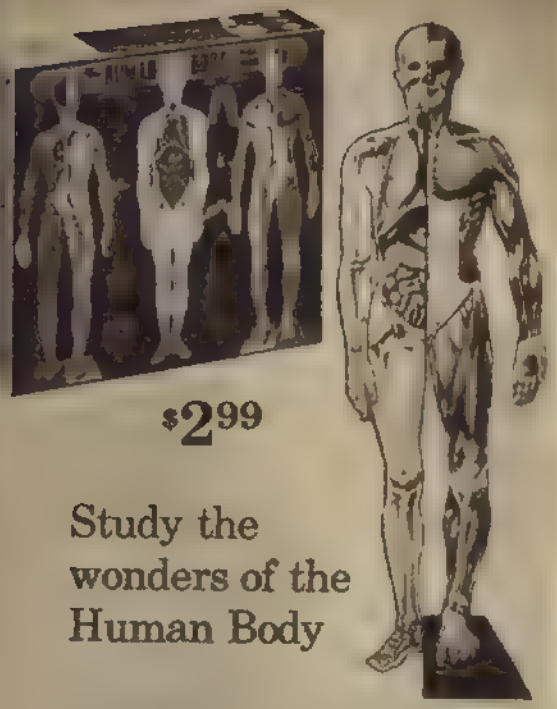
2722J700—**Brooch.** 12K Yellow Gold filled frame with 30MM genuine Carnelian cameo. Chain loop and safety catch. Sugg. Retail $14.25

2723J610—**Earrings.** 12K Yellow Gold filled screw type mountings for unpierced ears set with genuine Carnelian cameos. Sugg. Retail $12.00

3005J1800—**Bracelet.** 12K Yellow Gold filled bracelet with six genuine Carnelian cameos. Sturdy spring trigger catch and safety chain. Sugg. Retail $36.00



**Retail Prices are Suggested only and may Vary in Different Trading Areas**



$2.99

# Study the wonders of the Human Body

Clear plastic body lets you see and learn . . study by putting internal parts of the body in their proper place into a plastic skeleton of bone structure. Anatomically correct for accurate study. Shows circulatory and muscular systems. Anatomy charts, study guides and instructions included. ¼ scale model . . stands a full 13 inches tall on its plastic base.

49 N 6300—Shipping weight 1 lb. 10 oz. . . . . $2.99

## Watch a Chick hatch

Watch through window of this 3-egg polystyrene plastic incubator. Hatch chicks, pheasants, quail. Includes egg coupon (2 fertilized chicken eggs mailed from manufacturer upon receipt of coupon), egg holder, bulb thermometer and instructions with guidebook.

49 N 6377—Shpg. wt. 1 lb. 4 oz. . . $4.59

$4.59

## Observe an Ant Colony live

See them dig, tunnel, build in escape-proof plastic case. Ants airmailed separately upon receipt of certificate (except in Tennessee ma,,nifying glass will be sent instead of ants because of state law). 15x10 in. Year's supply of food, feeder, sand. Ant watcher's guide.

49 N 2196—Shpg. wt. 3 lbs. . . . . $5.59

$5.59

## Realistic Plastic Models

**15-inch Deep-Sea Lobster Kit.** Learn biology as you put it together . . so real it seems to move, crawl . . legs, body, claws, antennae can be moved. Bright realistic lobster red. Tough plastic parts assemble easily. Instructions.

49 N 6379—Shpg. wt. 1 lb. 7 oz. . . $2.99

$2.99

**12-inch Giant Bull Frog Kit.** Molded plastic kit includes detailed body in translucent green, flexible skeleton, full set of vital organs with both male and female parts; a display showing life cycle of frog, instruction chart.

49 N 1982—Shpg. wt. 1 lb. 5 oz. . $2.49

$2.49

## Watch how blood flows through heart

$2.49

The Visible Pumping Heart. Shows life-like movement of blood flow in chambers of heart to parts of body and back again. Fingertip pressure pumps fluid. Accurate valve operation for educational, professional use. About 9x11 in. Plastic heart, flexible tubes, stand.

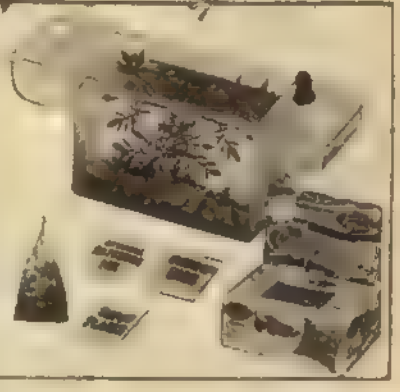
49 N 6378 - Wt. 1 lb. 4 oz. $2.49

## Fish in a Flash

Complete Outfit $2.77

Hatch real, live fish and shrimp see them grow before your very eyes! Dramatic—and educational. Just pour in water. Includes tropical fish eggs, brine shrimp eggs to grow your own fish food, hatching mix, flake food, dropper, magnifying glass, shrimp-arium, aquarium with colored stones, greenery. Informative booklet.

49N2242 Shpg. wt. 1 lb. 9 oz. $2.77



$12.49

## Cast Soldiers Automatically

Make your own army of Civil War soldiers. Electric melt pot. Lift rod, metal pours in vise-held 3-figure mold . . release rod, flow stops. 2¼-in. tall figures. 4 bottles paint, brush, candle, 12 pigs of metal make 6 figures. Order extra molds and metal at right. 14x8x11-inch high metal foundry has built-in drawer. UL listed, 110-120-v., 60-c. AC. Instructions.

49 N 2167—Shipping weight 11 lbs. $12.49

## Cast 3 Civil War Cannons that roll

Ladle Casting Set. Add authentic looking cannons to your Civil War armies. Makes 4-piece 3⅛-inch long rolling cannons. 24 pigs of lead to cast 3 cannons. Electric stove with 5-foot cord. UL listed. 110-120-volt 60-cycle AC. Ladle has 8⅜-inch handle. 4 paints brown, red, blue, green; brush. vise. Instructions. 16⅜x10¾x2¼-inch metal carrying case.

49 N 6376—Shipping weight 5 lbs. 8 oz. . $9.49

## Beginners' Casting Set

Three-figure metal mold makes 2¼-inch cavalryman, officer with pistol, rifleman (order extra molds below). Electric stove. Ladle clamps, 12 pigs of lead, candle, cord set. UL listed, 110-120-volt, 60-cycle AC. Instructions.

49 N 6375—Shpg. wt. 3 lbs. . $5.49

## Expand your army with extra Molds, Lead

[1] Civil War cannon mold. 3-pc. mold makes one 3⅛-inch cannon. Shpg. wt. 1 lb. 6 oz.

49 N 2169 . . . . . $2.49

2¾-inch Confederate man on horse, officer, man loading rifle mold. Shpg. wt. 1 lb. 8 oz.

49 N 2168 . . . . . $2.49

2¼-in. W W. II grenade thrower, bayoneteer, soldier mold.

49 N 2159—Wt. 1 lb. 8 oz. $2.49

2¼ in. World War II machine gunner, 2 different riflemen mold.

49 N 2158—Wt. 1 lb. 8 oz. . $2.49

[2] Extra 72 Pigs of cast metal.

49 N 2205 Wt. 3 lbs. $2.97

## Foam-cast a model Mercury Capsule . . make a world globe by blow-molding

### Lionel Plastics-Lab $9.99

You'll see a globe form before your eyes . . make miniature space capsules by foam casting . . heat-form signs and initials . . make photo cases by heat-sealing. Have the fun of actually making things you can use while you explore what happens in the world of plastics chemistry. Learn to identify and discover the unusual properties of plastic films, fabrics and molded specimens. Contains metal molds, decorated hemispheres, hand pump, foam styrene, plastics, manual and more in 15x4x8-in. case.

49 N 2110—Shipping weight 3 pounds 8 ounces ..... $9.99

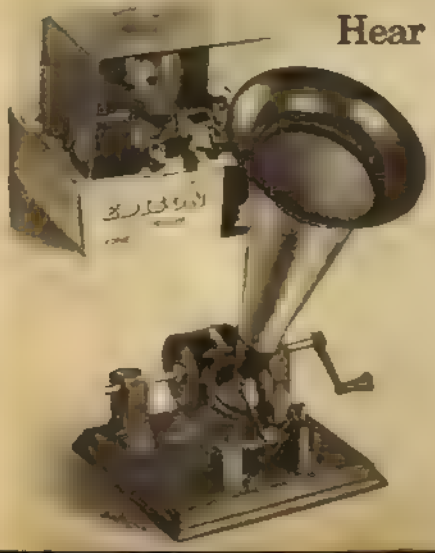
## Talk and Listen

### Build a working Lionel model of Bell's first phone

### $7.77

You'll see how your voice can travel over wires . . powered by sound itself. Everything you need to make a working replica of the telephone Bell invented in 1876 is in this kit. A 6½-inch plastic bust of Mr. Bell himself is included. Does not use batteries. Includes two telephone units, 20-ft. wire. Metal and plastic construction. Full instructions. Shipping weight 3 lbs. 2 oz.

49 N 2119 $7.77



## Hear your own voice

### Build a Lionel replica of Edison's "Talking Machine"

### $7.77

The first phonograph didn't use electricity . . neither does this replica. But when it's finished you can record and play back voices and sounds. A special shaving device lets you make up to 50 recordings on the wax recording cylinder. Full instructions plus a 6½-in. plastic bust of Mr. Edison. Plastic and metal. Shipping weight 2 pounds 13 ounces.

49 N 6311 ..... $7.77

## Turn on circuits with light

### Lionel Basic Electronics Lab

Introduces child to principles of electric circuitry. Build electro-magnets, electric bell, etc. No tools or solder needed to set up working experiments. Light sensing device, all apparatus and manual in 15x4x8-inch plastic lab case. Needs 4 "D" batteries, *order below.*

49 N 2102—Shipping weight 3 lbs. ..... $9.99

**$9.99** Without batteries

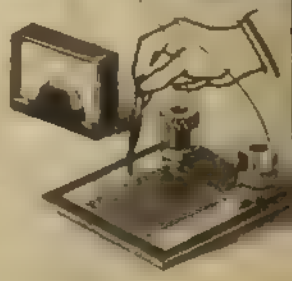
**$14.99** Without batteries

## Turn on TV, radio, lamp with heat, drop of water

### Lionel Advanced Electronics Lab

Temperature and moisture sensing devices with UL listed power relay can switch on any 110-120-v. 60-c. AC appliance. Control panel also sets up alarms, signals, electro-magnetics, rheostatic control, etc. Manual. 15x6x8-inch plastic case. *Order 4 "D" batteries below.*

49 N 6308—Shipping weight 4 lbs. 6 oz..... $14.99



## Hear people talking a block away with THE BIG EAR

**$14.66** Without battery

Hear distant voices . . track jets . . listen for storms. The big 18-in. reflector disc concentrates sound waves. Feeds them into transistor receiver. Wood tripod adjusts. 42 in. high. Earphone set, 3-ft. cord. *Order battery below.*

79 N 5059CM—Shipping weight 5 pounds. $14.66

79 N 6417M—9-v. Transistor battery. Wt. 4 oz. 45c

## EMENEE Power Megaphone

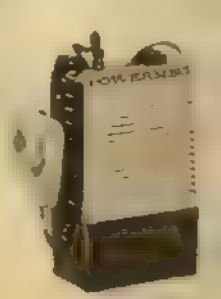
**$9.88** Without batteries

Press a button, send your voice as far as 300 feet. Lightweight amplifier has mike, volume control. Great for camping trips, cheerleading. 8¾x5¼-in. plastic case. *Order 4 "D" batteries below.*

49 N 5033—Shpg. wt. 4 lbs. $9.88

"D" Battery. Shpg. wt. ea. 4 oz.

49 N 4660. . Each 16c; 4 for 60c



*A clean sweep at the National "Stocks" proves it again...*

# Outboards take off and travel with new silvery-plated Champion spark plugs!

It's the '62 APBA National Stock Outboard Championships at Guntersville, Alabama. And boiling wakes are tracing consecutive victories by Champion-fired contenders. First in one class! First in another . . . and another . . . and another! America's favorite marine spark plugs are taking *all* ten classes to rack up still another clean sweep!

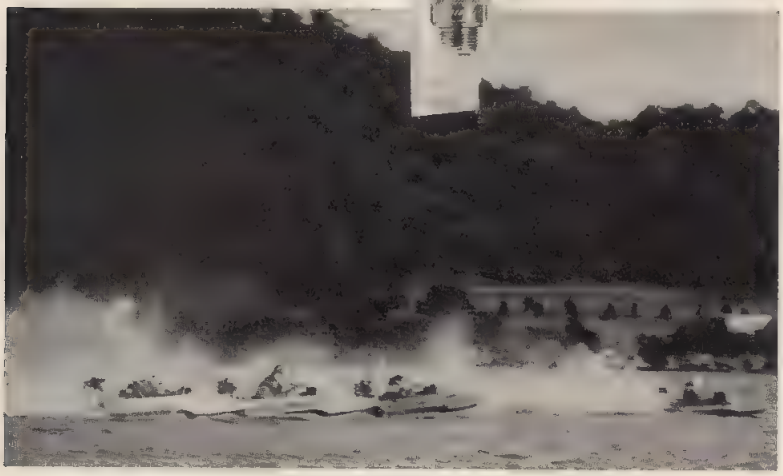
And most all of those winning, Champion-sparked outboards are *stock* models, like yours. It's proof: your own engine will come across with peak performance, every time . . . when you cast off with Champions.

So make sure the next tune-up you buy is complete . . . make sure it includes a set of new silvery-plated Champions.

When the wakes settle, it'll be 10 wins out of 10 classes for Champions—the spark plugs that fire more marine speed and performance victories than all other spark plugs combined!

DEPENDABLE CHAMPION SPARK PLUGS

CHAMPION SPARK PLUG COMPANY
TOLEDO 1, OHIO



EVERY MAJOR U.S. OUTBOARD MAKER INSTALLS CHAMPION SPARK PLUGS

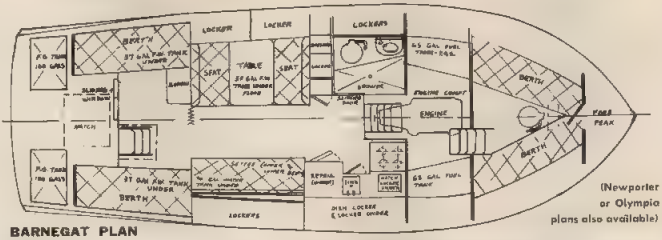
# Chantyman

This rugged sea-goer is designed to take whatever seas and conditions you may encounter!

Get that "comfortable ride" you have been seeking in this able and proven cruiser!

**L.O.A. - 34' 6"** **Beam - 12' 9"** **Draft - 3' 6"**

- ★ Diesel power
- ★ 2,000 mile range
- ★ Sleeps 7-9
- ★ Two heads
- ★ Shower
- ★ Teak decks




BARNEGAT PLAN

(Newporter or Olympia plans also available)

Originality in the design of a most functional accommodation plan gives the utmost in comfort.

Only one out of a hundred 70' yachts can boast of a wheelhouse as delightful as the CHANTYMAN'S

***Write for Brochure Today***

**$25,500.**

NORTH
**TILLICUM MARINA INC.**
**1331 N. NORTHLAKE WAY**
**SEATTLE 3, WASHINGTON**
(206) MELROSE 3-5454

WEST
*Sole Importer*
**BALBOA MARINA**
**201 COAST HIGHWAY**
**NEWPORT BEACH, CALIF.**
(714) ORIOLE 3-8840

EAST — SOUTH
**CHANTYMAN EAST, INC.**
**283 GREENWICH AVE.**
**GREENWICH, CONN.**
(203) TOWNSEND 9-3133

## Now a Doll that actually cries . . just like a real baby

**$15.98** without battery

21-inch baby cries long and hard when you press the magic button. Feed her . . she gurgles, stops crying and milk mysteriously 'disappears' from her Carnation milk "bottle." No liquid escapes bottle. It refills like magic for next feeding. Her vinyl body has jointed chubby arms and legs—with dimpled hands and toes. She has wispy, rooted plastic hair and thickly lashed, go-to-sleep eyes. Dressed in white cotton shirt and diaper with an elegant nylon tricot sacque. Cry voice operates on one "D" battery (not included, order below)

49 N 3253—Shipping weight 5 pounds $15.98

"D" Batteries.

49 N 4660—Shipping weight each 4 ounces....Each 16c; 4 for 60c

WE TALK
WE CRY
WE LAUGH

## Chatty Cathy® $11.99

## Chatty Baby® $8.66

Doll playmates that really talk! Just pull the magic ring . . they say 11 different phrases at random. Real personalities. Each has movable vinyl head, arms and legs . . sturdy plastic body. Go-to-sleep eyes. Rooted plastic hair. Sorry, no choice of hair color

20 inches tall . . this doll says "I'm hungry," asks "Will you play with me?" 9 more things. Wears cotton dress with tie-on-apron (assorted styles). Undies, socks and shoes

49 N 3303—Wt. 3 lbs.....$11.99

18 inches tall . . gives lovable baby-talk. Makes you want to hug her. Dressed in removable pinafore over one-piece dress with panties, red-and-white slipper-socks. Shpg. wt. 3 lbs.

49 N 3330—White Chatty Baby

49 N 3358—Colored Chatty Baby...

**$4.99**

## Cuddly Baby with rooted hair

20-inch baby cries for her mommy. She's soft to hug since her cotton body is also stuffed with cotton. Vinyl arms and legs are sewn on, letting her pose in a life-like baby way. You can comb her rooted Saran hair and she closes her eyes to sleep. Doll wears cotton shirt, diaper, printed cotton kimono, knit booties

**Cuddly White Doll.** Shpg. wt. 2 lbs. 8 oz.
49 N 3254 $4.99

**Cuddly Colored Doll** Shpg. wt. 2 lbs. 8 oz.
49 N 3257 $4.99

## Clothing for Baby Dolls . . Sizes 12 to 28 inches

Keep 'em prettily dressed all year 'round. Smartly styled, nicely detailed. Well made of fine fabrics. Shipping weight each 10 ounces

1 **Baby Sleeper Robe Set.** Cotton sleeper, cotton flannelette robe.

| | | |
|---|---|---|
| 49 N 3403 | Sizes 12 to 13 in. | $1.19 |
| 49 N 3405 | Sizes 16 to 17 in. | 1.39 |
| 49 N 3406 | Sizes 18 to 19 in. | 1.59 |
| 49 N 3407 | Sizes 20 to 21 in. | 1.79 |
| 49 N 3438 | Size 28 in. | 2.59 |

2 **Coat, bonnet** . . cotton cordana or rayon with contrasting collar (assorted styles). Pretty trim.

| | | |
|---|---|---|
| 49 N 3490 | Sizes 12 to 13 in. | $1.49 |
| 49 N 3491 | Sizes 16 to 17 in. | 1.59 |
| 49 N 3492 | Sizes 18 to 19 in. | 1.69 |
| 49 N 3493 | Sizes 20 to 21 in. | 1.95 |
| 49 N 3494 | Sizes 24 to 25 in. | 2.49 |

3 **Snowsuit, bonnet** of rayon quilting. Trimmed collar, sleeves, bonnet. Zipper closure. Tassel tie

| | | |
|---|---|---|
| 49 N 3461 | Sizes 12 to 13 in. | $1.79 |
| 49 N 3462 | Sizes 16 to 17 in. | 1.89 |
| 49 N 3463 | Sizes 18 to 19 in. | 1.98 |
| 49 N 3471 | Sizes 20 to 21 in. | 2.19 |
| 49 N 3472 | Sizes 24 to 25 in. | 2.59 |

4 **Doll Layette.** Nylon dress, bonnet with pretty ruffled trim. Cotton sacque, socks and shoes

| | | |
|---|---|---|
| 49 N 3418 | Sizes 12 to 13 in. | $2.19 |
| 49 N 3425 | Sizes 14 to 15 in. | 2.29 |
| 49 N 3426 | Sizes 16 to 17 in. | 2.39 |
| 49 N 3427 | Sizes 18 to 19 in. | 2.49 |
| 49 N 3428 | Sizes 20 to 21 in. | 2.59 |
| 49 N 3434 | Size 28 in. | 2.98 |

## "New-born" Layette

All the things a little mother needs! Hooded, quilted, rayon and cotton bunting. Two-piece, cable-stitch, cotton-knit sweater set. There's also a belted romper of polished cotton. Diaper shoes and socks. With nursing bottle, pacifier and rattle. Will keep her busy for hours.

| | |
|---|---|
| 49 N 3566 Size 17 to 19 in. Shpg. wt. 1 lb | $3.49 |
| 49 N 3567 Size 20 to 21 in. Shpg. wt. 1 lb | $3.79 |
| 49 N 3568 Size 24 to 25 in. Shpg. wt. 1 lb. | $4.79 |

## She drinks and wets; coos when squeezed

**$1.89**

10-inch baby of vinyl has movable arms, legs, and head. Go-to-sleep eyes. She wears a diaper and carries her own nursing bottle.

49 N 3173—Colored doll Shpg. wt. 12 oz.. $1.89

49 N 3161—White doll Shpg. wt. 12 oz... $1.89

## Saran Wigs give dolly that 'new' look As low as $1.19

You'll be amazed how much a new wig can dress up a favorite doll. Try all the new hair styles—just dampen, then comb and set 'hair.' Glue, instructions incl. *Colors* 1(blonde), 2(brunette) *State color number* Shpg. wt. 7 oz.

**How to order:** Wig size is number of inches around doll's head. With fraction, order next size larger

| Cat. No. | Size | Price | Cat. No. | Size | Price |
|---|---|---|---|---|---|
| 49 N 3520H | 8 | $1.19 | 49 N 3523H | 12 | $1.89 |
| 49 N 3519H | 9 | 1.29 | 49 N 3525H | 13 | 2.29 |
| 49 N 3521H | 10 | 1.49 | 49 N 3526H | 14 | 2.39 |
| 49 N 3522H | 11 | 1.69 | 49 N 3529H | 15 | 2.79 |
| | | | 49 N 3539H | 16 | 2.98 |

# They're big as life, and oh so lovable

$13.95



$9.97

$7.59

$7.98

- Hold our arms . . we walk when guided. Our eyes close for sleep
- Pose us . . our heads turn . our arms and legs are jointed
- Care for rooted plastic hair as mother cares for yours
- Our hard-to-break plastic bodies have life-like proportions

## 36-inches tall . . wear life-size 3-year-old clothes

Doll's hair is styled in two plump pigtails. Girls can unbraid them to make a pony tail, an upsweep, lots more styles. Costumed in cotton she also wears socks and shoes
79 N 36231—Shpg. wt. 8 lbs. . .$13.95

Doll's long Dutch Bob is so easy to care for, re-styles almost any way you want it. Demure, dotted Swiss pinafore goes over her pretty rayon dress She wears socks, shoes.
79 N 36161—Shpg. wt. 7 lbs $9.97

## 26-inch Toddlers . . wear 1-year-old clothes

Doll sports a ribbon-tied pony tail. Her printed cotton dress has lace trim. Lace edges her pantes, too. She also wears socks and shoes
79 N 3324C—Wt. 4 lbs. $7.59

Doll toddles, drinks her "milk" from Carnation Bottle. Milk disappears, re-appears like magic. No liquid escapes, so her bib and her little mother stay dry. Doll wears cotton sleepers, has her hair set in a pretty pixie hair style
79 N 3325C—Shipping weight 5 lbs. . . . . .$7.98

[1] $5.97

[2] $3.49

## Extra Outfits for toddlers, life-size dolls . . sizes 16 inches to 36 inches

[1] **23-in. walker** has long bob, rooted Saran hair. Sleeping eyes Vinyl head turns. Sturdy plastic body, moving arms, legs. Poplin slacks, sports jacket, beret. Underneath she wears print cotton romper. Socks, vinyl shoes
79 N 3326C—Shpg. wt 3 lbs $5.97

[2] **13-in. Prithilla,** the tomboy is fully jointed Raises hand "sucks" thumb. Vinyl head turns, eyes close. Plastic body Dungarees patched at knee, shirt. Socks, shoes Plastic hair
49 N 3327—Shpg. wt. 1 lb. $3.49

[3] **2-piece cotton flannel pajama set,** assorted styles. Sewn in elastic at waist and arm openings for a neat fit
49 N 3740—16 to 17 inches. Wt. 14 oz. . . . $1.29
49 N 3741—20 to 21 inches. Wt. 14 oz. . . . 1.59
49 N 3742—30 to 32 inches. Wt. 14 oz. . . . . 2.49
49 N 3743—34 to 36 inches. Wt. 14 oz. . . . . 2.69

[4] **Simulated leather coat, hat, beret, purse,** all in white, neatly lined in red rayon.
49 N 3447—16 to 17 inches. Wt. 10 oz . . . $1.98
49 N 3458—20 to 21 inches. Wt. 10 oz. . . . 2.64
49 N 3459—30 to 32 inches. Wt. 10 oz . . . . 3.59
49 N 3460—34 to 36 inches. Wt. 20 oz. . . . . 3.98

[5] **Sweater and skirt set.** Soft rayon fleece sweater and tam. White heightened with multicolor knit bands. Gay, red cotton felt skirt
49 N 3453—16 to 17 inches. Shpg. wt. 14 oz. .$1.59
49 N 3454—20 to 21 inches. Shpg. wt. 14 oz . 1.98
49 N 3455—30 to 32 inches. Shpg. wt 14 oz . 2.87
49 N 3456—34 to 36 inches. Shpg. wt. 14 oz. . 3.29

[6] **4-piece dress set.** Assorted styled cotton dress; nylon and cotton lacy slip. Socks, shoes
49 N 3744—16 to 17 inches. Shpg. wt. 14 oz. $1.98
49 N 3745—20 to 21 inches. Shpg. wt. 14 oz 2.59
49 N 3746—30 to 32 inches. Shpg. wt. 14 oz . 3.89
49 N 3747—34 to 36 inches. Shpg. wt. 14 oz. . 3.98

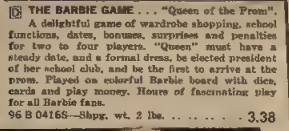
[7] **Coat Ensemble.** Daintily edged. Plaid coat in cotton cord. Matching hat with ribbons.
49 N 3475—16 to 17 inches. Wt. 14 oz. .$1.98
49 N 3476—20 to 21 inches. Wt. 14 oz . . . . 2.34
49 N 3477—30 to 32 inches. Wt. 14 oz. . . . . 2.98
49 N 3478—34 to 36 inches. Wt. 14 oz. . . . . 3.49

**A MATTEL'S CHATTY BABY'S 9-WAY STROLL-A-BUGGY.** Just what every "little mother" needs for her favorite doll. Converts easily from baby buggy to carry-all bed with handles, to rocking cradle, to swinging bed, to stroller, to reverse stroller, to car seat, to swing, to rocking chair. An exclusive design in sturdy, washable vinyl that she'll be proud to show off with her favorite "baby". Strong, all-steel frame is simple to assemble and smart-looking hub-caps are included. Holds dolls up to 29" tall.
96 B 0437H—Shipping weight 10 lbs., 8 oz. ..... 11.88

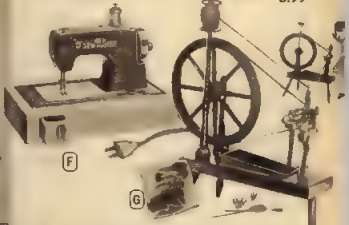
**B MATTEL'S CHATTY CATHY 5-WAY STROLLER.** The perfect complement for Chatty Cathy . . . complete with a removable wardrobe carrier for her finest fashions. Flip-back fringed canopy and body of rugged, quilted washable vinyl. 29" high frame of steel: plated handle and top rail. Outsize hub caps, embossed foot rest. Makes front, reverse strollers, car seat, sleeper, bed.
96 B 0438H—Shpg. wt. 5 lbs. 8 oz. ..... 6.97

**C BARBIE'S® DREAM HOUSE.** This charming home quickly and easily folds away into a three-color corrugated suitcase so a little girl can carry it and put it away by herself. Custom-designed furniture of colorful chipboard is easy to assemble and just the right size for Barbie. Rugs and all decorative accessories are included.
96 B 0436H—Shpg. wt. 6 oz. 5.96

**E EMPRESS PHONES WITH LITE-UP DIALS.** Now she can talk for hours on her own phone. Authentic replica of real Western Electric phone. Dial turns, bell rings in other phone. Uses 4 "D" batteries (not incl.).
95 B 6301H Shpg. wt. 4 lbs. ..... 6.99




**D THE BARBIE GAME . . . "Queen of the Prom".** A delightful game of wardrobe shopping, school functions, dates, bonuses, surprises and penalties for two to four players. "Queen" must have a steady date, and a formal dress, be elected president of her school club, and be the first to arrive at the prom. Played on colorful Barbie board with dice, cards and play money. Hours of fascinating play for all Barbie fans.
96 B 0416S—Shpg. wt. 2 lbs. ..... 3.38




**F ELECTRIC SEWING MACHINE.** Easy to use. Sews strong seams, chainstitch. Safe, protective presser foot, drawer for storing notions. Precision-built, sturdy steel. 9¾ x5x7¼". 110-120 V, AC.
97 B 3106H—Shpg. wt. 5 lbs. ..... 14.67

**G REMCO SPINNING WHEEL.** Perfect Early American replica. 2 knitting needles, 3 spinning heads, wool. Make hats, bags, coasters, etc.
95 B 6306H Shpg. wt. 4 lbs. ..... 5.79

**H BARBIE'S BEDROOM SET.** A "must" for every doll house . . . feminine, ruffled canopy cover, bedspread, and pillow with plastic mattress. Four spindle posts, foot and headstands are elegantly styled for charming decor. A delight for any doll up to 11½" tall. Clothes chest with removable drawer sits on floor, can double for attractive boudoir bench.
95 B 1000H—Shpg. wt. 2 lbs. 4 oz. ..... 2.94

**J STOVE.** Model of Frigidaire* range. Control knobs click. Pastel pink steel, chrome handles. For toy storage, too. Unassembled 27¾ x18x15".
95 B 1500H—Shpg. wt. 14 lbs. ..... 7.49

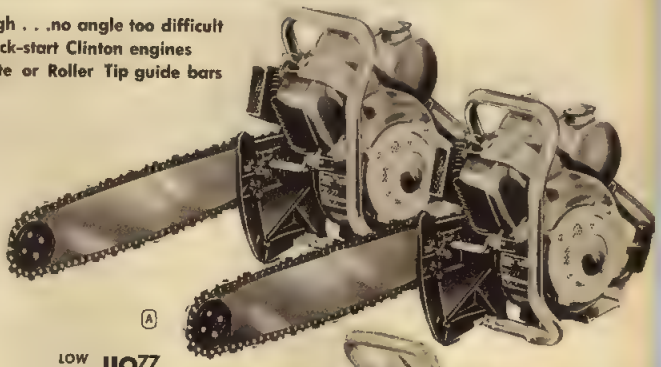
**K CABINET.** Clear plastic doors on top slide open, drawer pulls out, lower doors open with chrome handles. Simulated Formica counter top. Play food boxes. Pastel pink steel. Unassembled 36x18x15"
95 B 1501H—Shpg. wt. 13 lbs. ..... 8.96

**L REFRIGERATOR.** Perfectly scaled copy of Frigidaire*. Magnetic doors. Play food boxes. Pastel pink steel. Unassembled 36x19x15"
95 B 1502H—Shpg. wt. 18 lbs. ..... 9.67

**M SINK.** Real water taps with plastic reservoir. Swivel faucet, chrome handles, simulated Formica top. Pink steel. Unassembled. 27¾ x18x16"
95 B 1503H—Shpg. wt. 13 oz. ..... 7.49
*Use of FRIGIDAIRE TM and design authorized by GMC

# Chief chain saws — for those tough cutting jobs

- **No tree too tough . . .no angle too difficult**
- **Powered by quick-start Clinton engines**
- **Choice of Stellite or Roller Tip guide bars**



Ⓐ

LOW AS **119.77**

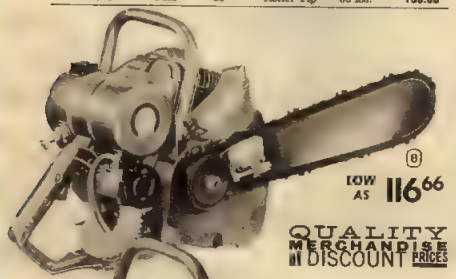
Ⓐ **CHIEF DIRECT DRIVE CHAIN SAWS.** Powered by rugged 2-cycle, one cylinder, air-cooled Clinton engine. Quick starting. Has diaphragm type carburetor with built-in fuel pump that pumps and meters fuel to permit efficient cutting in any position. Direct drive utilizes full engine horsepower. Chain cuts easily without operator pressure. Engineered to hold horsepower under cutting load—no stalling from overloads.

Powered assembly, high quality precision die-cast aluminum cylinder block with integral cast-iron liner for longer engine life . . . plus sectional die-cast magnesium strut and handles for low cost maintenance. Push-button type chain oiling. Muffler with spark arrestor directs exhaust away from operator. Fast-cutting chain of high grade steel, heat treated for extra toughness. Uses oil and gas mix fuel.

Available in either Stellite or Roller Tip Guide Bars. Roller tips give longer saw life, more available hp and reduced operating costs—all features found only in better, more expensive chain saws.

Shipped promptly FOB Michigan

| Catalog No. | HP | Size | Type | Shpg. wt. | Price |
|---|---|---|---|---|---|
| 06 B 1537F | 4 HP | 16" | Stellite | 32 lbs. | 119.77 |
| 06 B 1538F | 4 HP | 16" | Roller Tip | 33 lbs. | 129.77 |
| 06 B 1539F | 4 HP | 20" | Stellite | 33 lbs. | 129.77 |
| 06 B 1540F | 4 HP | 20" | Roller Tip | 34 lbs. | 139.77 |
| 06 B 1541F | 6 HP | 16" | Stellite | 33 lbs. | 129.88 |
| 06 B 1542F | 6 HP | 16" | Roller Tip | 34 lbs. | 139.88 |
| 06 B 1543F | 6 HP | 20" | Stellite | 34 lbs. | 139.88 |
| 06 B 1544F | 6 HP | 20" | Roller Tip | 35 lbs. | 149.88 |
| 06 B 1545F | 6 HP | 26" | Stellite | 35 lbs. | 149.88 |
| 06 B 1546F | 6 HP | 26" | Roller Tip | 36 lbs. | 159.88 |



Ⓑ

LOW AS **116.66**

QUALITY MERCHANDISE AT DISCOUNT PRICES

## ECONOMY DIRECT DRIVE CHAIN SAWS

- **Clinton one-cylinder, 2-cycle air cooled engines**
- **Diaphragm fuel pumps for all-position cutting**

Ⓑ **ECONOMY MODELS.** Light in weight, yet a brute for power. Use for felling, bucking, pruning or trimming. One-cylinder 2-cycle engine has die-cast aluminum cylinder head, 3 needle bearings and 1 ball bearing. Spark arrestor stainless steel muffler. Steel, easy-grip handles. Available in either Stellite or Roller Tip Guide Bars. No money down on our credit system. Shipped promptly FOB Michigan.

| Catalog No. | HP | Size | Type | Shpg. wt. | Price |
|---|---|---|---|---|---|
| 06 B 1547F | 6 HP | 16" | Stellite | 27 lbs. | 116.66 |
| 06 B 1548F | 6 HP | 16" | Roller Tip | 27½ lbs. | 126.66 |
| 06 B 1549F | 6 HP | 20" | Stellite | 28 lbs. | 126.66 |
| 06 B 1550F | 6 HP | 20" | Roller Tip | 29 lbs. | 135.66 |
| 06 B 1551F | 6 HP | 26" | Stellite | 34 lbs. | 136.66 |
| 06 B 1552F | 6 HP | 26" | Roller Tip | 35 lbs. | 144.66 |

Ⓒ

**90.99**

## NEW . . . D25 LIGHTWEIGHT CHAIN SAW

- **Quick-start engine . . . all controls at fingertip**
- **Single diaphragm carburetor for all-position cutting**

Ⓒ **NEW D25 CHAIN SAW.** Lightweight, die-cast and pressed steel heavy duty construction. The ideal saw, at a real low price, for the farmer, the suburbanite, the camper, the ice fisherman. Ideal for your fireplace log cutting and orchard trimming. Easy starts with the 18,000-volt Clinton magneto. Rotary roller clutch . . . no slipping, better lugging . . . cuts in any position. Plunger type oiler. Spark arresting muffler. All controls at fingertip. 3½ HP industry rated—4000 rpm—4.48 cu. in. displacement—1⅞ bore x 1⅝" stroke. Not for commercial work. Comparable in features and performance to many more expensive models. Shipped promptly FOB Michigan.

| Catalog No. | HP | Size | Shpg. wt. | Price |
|---|---|---|---|---|
| 06 B 1553F | 3½ HP | 14" | 27 lbs. | 90.99 |
| 06 B 1554F | 3½ HP | 16" | 27 lbs. | 99.95 |
| 06 B 1555F | 3½ HP | 20" | 28½ lbs. | 109.44 |

## GLO-ARC AC WELDERS

- Safety engineered
- High welding efficiency
- Portable; easy to operate

**1711GF13054—180-Amp Welder.** For medium production work, farm machinery and auto repairs. Handles rod to ⅝". Full vision shock-proof pane, has 24 heat stages from 20 to 180 amps output, operates on 1.5 or 230 volts. No motor or generator, no moving parts to wear out. Other features: low initial cost; double glass insulated wire throughout; high operating temperature transformer, greater overload protection, maximum moisture resistance, reduced fire hazards. Heavy duty metal cabinet on ball bearing wheels with pressure proof lugs. Welds metals to ½". Arc volts 25-30, input amps 50-25, KVA 5.5. Complete with 10' electrode cable with holder, 10' ground cable, 10' input cable, rod assortment, adjustable welding helmet, instruction book. Ship. wt. approx. 145 lbs. F.O.B. Illinois Factory.
Sugg. Retail $174.50

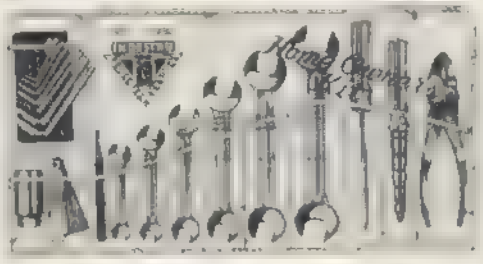
**1715GF19061—150 Amp Light Duty Welder.** Similar to above except for light fabricating and general repairs. Handles ⅛" to ¼" rod. Panel has 10 heat stages from 20 to 150 amps, welds metals to ⅜". Arc Volts 20-25, input amps 35-20, KVA 4.5. Ship. wt. 110 lbs. Retail $134.50

## 1 Pc. ⅛" Drive Socket Set

**1728G963**—Take little room in tool box yet are useful on an amazing variety of jobs. Famous Wright quality. Chromed tools are hot forged from alloy steel. Sockets are thin, straight wall design for work in close quarters. Ratchet is twice as strong as government specifications require. Includes seven 6-pt. sockets ⅜"-¾", two extensions (3" and 5"), reversible ratchet with rubber grip and 7⅛"x2¾"x1½" metal box. Ship. wt. 2½ lbs. Retail $14.50

## Wright 17-Pc. ¼" Drive Socket Set

**1718G850**—Most popular of the ¼" drive sets—perfect for repairs on appliances, cars, home and hobby equipment. Hot forged from alloy steel, bright chrome-plated finish. Has new ratchet for working in tight places—head no larger than a penny. Includes nine 6-pt. sockets ¼"-½", three 12-pt. sockets ¼"-⅜", flex handle, flex handle bar, 6" extension, reversible ratchet, metal box. Ship. wt. 2 lbs. Retail $12.95



## 25-Pc. Indestro Home Owner's Kit

**1125G753**—Many of the tools needed for home and car repairs. Includes Spark Plug Holding Socket, 6 Open End wrenches ⅜" to ¾", Feeler Gauge, Point File, Phillips Screwdriver, 6-Piece Socket and Screwdriver set, 8 pliers, 7-piece Allen Wrench set, Corner, handy, easy-to-carry plastic tool holder. Ship. wt. 3¼ lbs.
Retail $11.95

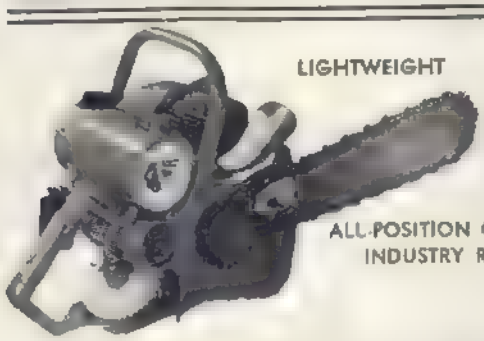
## QUALITY REM LINE TOOL CHESTS

**Rem Line Tool Chests feature flush to front drawer construction; 16 ga. L brace reinforcement; positive drawer stops and compound slide construction. F.O.B. Illinois Factory.**

**1413GF9404—6-Drawer Tool Chest, Top Only.** With movable Red Enamel tote tray. Cork insert in top center drawer. Top full width drawer and till are partitioned. Chest size 28"x13⅝"x15½". Ship. wt. 80 lbs.
Retail $41.95

**1413GF9163—Deluxe 10-Drawer Chest, Top Only.** Not Shown. Similar to above with 4 extra small or med. sized drawers and power drill drawer. Ship. wt. 95 lbs.
Retail $61.95

**1414GF4744—5-Drawer Roller Cabinet, Bottom Only.** 2 partitioned drawers, one full drawer 5¾" deep and big compartment below for large tools. All drawers lock with one key, under lock and keys. Cabinet rolls easily on 4" composition casters. Cabinet Size 26¾"x17"x32¾". Ship. wt. 95 lbs.
Retail $56.95



LIGHTWEIGHT

ALL-POSITION CUTTING
INDUSTRY RATED

# *Chief*
## *Direct Drive*
## *Chain Saws*

Saws All Shipped
F.O.B. Illinois

FAST-CUTTING

"CHIEF"
DIRECT DRIVE
CHAIN SAWS

**1721GF8725—14" "Chief" Chain Saw. Economically priced for the farmer, suburbanite, camper and ice fisherman. Ideal for cutting of fireplace logs, orchard trimming, the cast and pressed steel heavy duty construction. Easy-starting 1½ HP one cylinder 2-cycle air cooled engine, industry rated 5000 RPM, 4.48 cu. in. displacement, 1⅞" bore x 1½" stroke. Ball bearing on drive end. Single diaphragm carburetor with fuel pump for all position cutting. Stellite tipped guide bar. Plunger type oiler, spark arresting muffler. All fingertip controls. Ship. wt. 27 lbs.
Sugg. Retail $121.00**

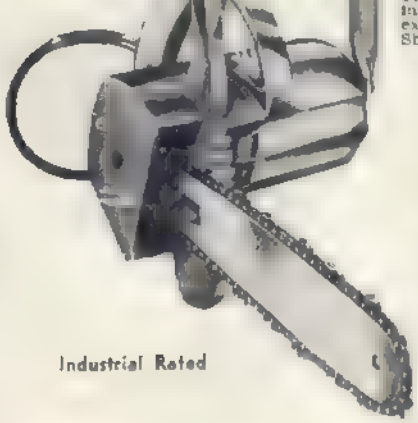
**1722GF8301 — 16" "Chief" Chain Saw.** Same outstanding features as saw above except in larger 16" size. Ship. wt. 27 lbs.
Ret. $129.95

### "Chief" Chain Saw Engines

Clinton 3½ and 6 HP engines feature. Cast iron cylinder block liner for long life. 1-pc. die cast cylinder head and crankshaft. Wide fins for complete cooling. Quality main ball bearing insert silver plated. Connecting rod. Turbine designed fly wheel for greater cooling, 18,000 starting volts all-weather magneto for quick starts.

**Professional Chain Saws. Full 6 HP industry rated 2-cycle** engine equipped with cast iron sleeve, 3 ball and three needle bearings. Anti-jet for fast cutting, extra heavy drop forged connecting rod for heavy loads, high engine speeds. Fingertip controls. Stainless steel spark arresting muffler directs fumes away from operator. Roller tip guide bar permits faster cutting—reduces chain to guide bar friction—extends life of guide bar, chain and sprockets. Saw will cut the largest timber with ease.
Sugg. Retail
**1725GF11814—18" "Chief" Chain Saw.** Ship. wt. 32½ lbs. $139.50
**1726GF12075—20" "Chief" Chain Saw.** Ship. wt. 34 lbs. 153.25

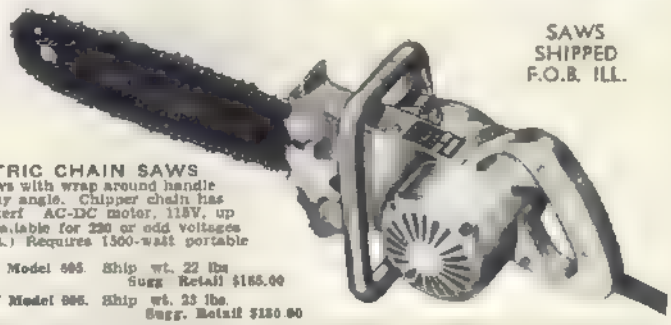
**Heavy duty Chain Saws. 6 HP industry rated.** Roller tip guide bar. Cuts in any position. Handle mounted with rubber for ease. Ideal for farmers, woodsmen, sawmills, public utilities, etc. Quick-start one-cylinder 2-cycle Clinton engine. Fingertip control positive action clutch for easy handling.
**1723GF10750—18" "Chief" Chain Saw.** Ship. wt. 28 lbs. $156.50
**1724GF11631—20" "Chief" Chain Saw.** Ship. wt. 29 lbs. 160.50



Industrial Rated

## ELECTR-O CHAIN SAW

**1324GF5310**—For professional or industrial use. Depth of cut 10". Safety clutch, heavy duty motor; positive chain adjustment. Cutting speed 1300 RPM. Motor develops 1¾ HP, 8.0 Amps. Universal AC-DC, 115 volts up to 60 cycles, 3-wire 6-ft. rubber covered cord with adapter plug. Ship. wt. 14 lbs.
Sugg. Retail $79.95



SAWS
SHIPPED
F.O.B. ILL.

## SKIL ELECTRIC CHAIN SAWS

Rugged chain saws with wrap around handle for cutting at any angle. Chipper chain has ⅜" pitch, .058" kerf. AC-DC motor, 115V, up to 60 cycles. (Available for 220 or odd voltages at no extra cost.) Requires 1500-watt portable generator.

**825GF14025—14" Model 805.** Ship. wt. 22 lbs.
Sugg. Retail $165.00

**826GF15300—20" Model 805.** Ship. wt. 23 lbs.
Sugg. Retail $180.00

## Simulated "Blue Spruce" in super plump 3 ply Vinyl $27.95

Our best vinyl tree is the bushiest we've ever sold . . and it has a beautiful blue spruce color and shape. Branches made of individual miniature trees for that extra full appearance. Three-ply vinyl needles give a super-plump effect . . won't crinkle, fade or dry out. It's flame, shock and weather resistant. Easy to assemble. Heavy metal stand included. Skirt not included.

7 IN 95094L - 6-foot. Shipping weight 13 lbs. . . $19.95
7 IN 95095L - 7½-foot. Shipping weight 16 lbs. Cash 27.95

**Red cotton flannel Skirt** with colorful felt appliques. 36 in.
7 IN 97284 Shipping weight 7 ounces . . . . . $1.79

**White cotton batting Skirt** with glittered sparkles. 36 in.
7 IN 93232 Shipping weight 6 ounces. . . . . 79c

## Realistic "Northwoods look" Vinyl Christmas Tree $19.95

So natural looking . . so lifelike—sure to be the high point of your holiday decorations year after year. Each branch is an individual tree that gives the entire unit that extra bushy appearance. 4-inch vinyl needles won't crinkle, fade or dry out. Flame, shock and weather-resistant. Each branch fits easily into pre-drilled holes of hardwood trunk. Extra heavy tree stand included. Skirt not included. 7 and 8-foot sizes have 22 and 25 individual m . . are trees, respectively.

7 IN 95072L 7-foot. White. Shpg. wt. 13 lbs. $ . 95
7 IN 95070L . . . . Shpg. wt. 14 lbs. 16.95
7 IN 95074L 8 . . White Shpg. wt. 16 lbs. . 19.95
7 IN 9507 L 8 . . Green Shpg. wt. 16 lbs. 19.95

Trees below have branches of bushy 3 inch vinyl

7 IN 95068L - 6-foot Green (412 branches). Wt. 12 lbs. $9.95
7 IN 95069L 7 . . ot. Green (532 branches). Wt. 14 lbs. 11.69

NO MONEY DOWN on Sears Easy Terms . . see page 298

## Holiday Village $1.69

Ho . . 10-piece town . . easily under tree or with electric train. Sturdy cardboard with trees, street doors and . . dows. Re . . pennings for lights . . or included (7½ inch church 3½-inch trees, 5½ trees, 4 . . people). Uses D . . Shpg. wt. 2 lbs.
7 IN 93572 $1.69

## Revolving Musical Stand $6.49

Turns tree to tune of Christmas music. Built-in outlet. White with glitter finish. 10 inch base. UL listed.
Shpg. wt. 4 lbs. 6 oz.
7 IN 92016 $6.49

Without music
Shpg. wt. 3 lbs. 4 oz.
7 IN 92007 $3.29

## Satiny Ornaments

Shiny rayon thread wrapped . . ornaments . . ball shapes

2-inch Package of 12
7 IN 93060 Red
7 IN 93061 Blue
7 IN 93064 Pink
Wt. 4 oz. Pkg. $1.19

3-inch Package of 12
7 IN 93066 Red
7 IN 93067 Blue
7 IN 93070 Pink
Wt. 8 oz. Pkg. $1.49

Satin Package of 12
7 IN 93072 Red
7 IN 93073 Blue
7 IN 93076 Pink
Wt. 10 oz. Pkg. $1.89

## Satiny Red 3-inch Christmas Apples

Especially . . for white or aluminum trees. Lightweight rayon thread wrapped with holly berries. Pkg. of 12. Shipping wt. 12 oz.
7 IN 93078 Pkg. $2.69

**Lighted tree top ornaments . . ,** complete with cord and C7 3/5 bulb, UL listed.

**7-inch Star** shines between red metal back and white translucent center
Shpg. wt 12 oz
7. N 94226 $1.59

**8½-inch Angel . .** molded in lustrous Styrene. Translucent wings and halo.
Shipping wt 11 oz.
71 N 94227. . $1.39

**Foil Reflectors . .** to dress up lights on facing page. Assorted colors and shapes. 3-inch. Set of 16.
Shipping wt 3 oz.
71 N 93238 Set 49c

## Exquisite Miniature Lights . . low as 84c

Add a fairyland touch to your lighting with these sparkling shapes and colors. Featherweight won't pull down tree branches. Use on wreaths and centerpieces . . frame mantels, doorways, windows. All for indoor use only, except (2) weather-resistant, for outdoors, too. Includes cord, extra bulbs. All lights burn independently . . if one burns out the others stay lighted. Sets 71 N 94311, 71 N 94303, and 71 N 94300 have lights that blink on and off; set 71 N 94302 has 5-way twinkle (extra twinkle bulb included). All from Japan, except 71 N 94321 from Italy and 71 N 94330 American made.

| | Catalog Number | Description | Bulbs Color | Shipping weight | Price per Set | Replacement Bulbs Package of 5 |
|---|---|---|---|---|---|---|
| (1) | 71 N 94311 | 10-light Icicle Set | Assorted | 12 oz. | $1.69 | 71N 94193 Wt. 2 oz Pkg 45c |
| (2 | 71 N 94312 | 35-light Petal-shape (For indoor-OUTDOORS) | Assorted | 12 oz. | 1.94 | 71N 94188 Wt. 2 oz Pkg 25c |
| | 71 N 94314 | 100-light Petal-shape (For indoor-OUTDOORS) | Assorted | 1 lb. 6 oz. | 5.19 | 71N 94191 Wt. 2 oz Pkg 25c |
| (3 | 71 N 94310 | 10-light Angel Set | Clear | 10 oz | 1 79 | 71N 94194 Wt. 2 oz Pkg 45c |
| (4) | 71 N 94328 | 25-light Pastel Snowflake | Assorted | 1 lb. 4 oz | 2 98 | 71N 94181 —Wt. 2 oz Pkg 25c |
| (5) | 71 N 94330 | 10-light Bubble | Red | 12 oz | 1 98 | 71N 94186 –Wt. 2 oz Pkg 45c |
| (6) | 71 N 94306 | 24-ft. Wire Garland | Clear | 11 oz | 1 89 | 71N 94182 Wt. 2 oz Pkg 25c |
| (7. | 71 N 94300 | 20-light Petal-shape | Assorted | 9 oz | 84c | No replacement bulbs |
| | 71 N 94301 | 45-light Petal-shape | Assorted | 12 oz | 1 59 | 71 N 94188—Wt. 2 oz. Pkg 25c |
| | 71 N 94302 | 50-light Petal-shape | Assorted | 1 lb. 8 oz | 3 19 | 71 N 94193—Wt. 2 oz. Pkg 45c |
| (8) | 71 N 94303 | 20-lt. Orchid Snowbird | Assorted | 14 oz | 2 19 | 71N 94193– Wt. 2 oz. Pkg 45c |
| (9 | 71 N 94321 | 10-light Lantern Set | Assorted | 14 oz | 2 39 | 71N 94217 Wt. 2 oz. Pkg 45c |

### Honeycomb Decorations

Holiday motifs in colorful honeycomb tissue or gleaming foil paper.

(10) 71 N 93646P Set of two 18-inch Sunbursts

(11) 71 N 93645P Pkg. of three 7-inch Bells

(12) 71 N 93030P 13-inch tall Snowman

(13 71 N 93644P 12-inch Tree

(14) 71 N 93029P 14-inch tall Santa Claus

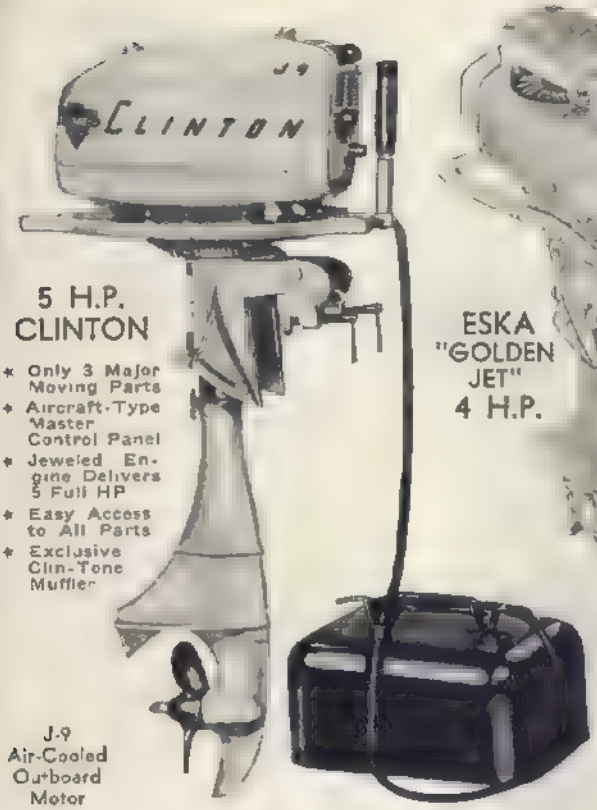
(15) 71 N 93028P Pkg. of two 18-inch Candlesticks

Shpg wt each 5 oz Each 85c
Any 3 or more each .74c

85c each Any 3 or more each 74c

# Outboard Motors

FOR PRAMS, CARTOPPERS AND UTILITY BOATS

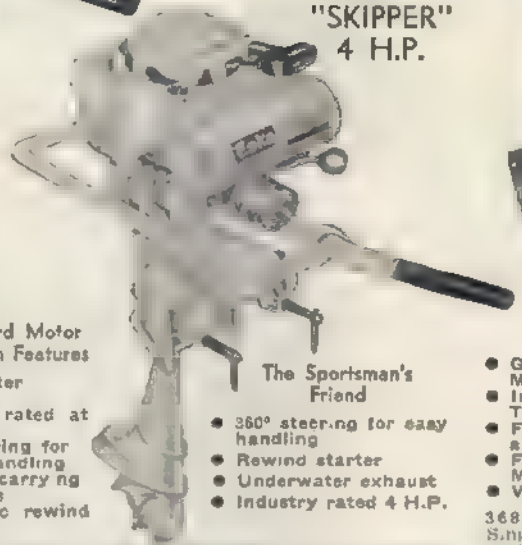



## 5 H.P. CLINTON

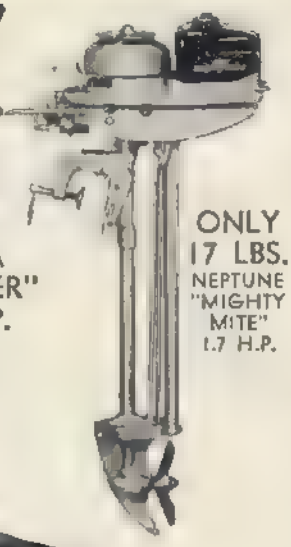
- Only 3 Major Moving Parts
- Aircraft-Type Master Control Panel
- Jeweled Engine Delivers 5 Full HP
- Easy Access to All Parts
- Exclusive Clin-Tone Muffler

J-9 Air-Cooled Outboard Motor

## ESKA "GOLDEN JET" 4 H.P.



## ESKA "SKIPPER" 4 H.P.



## ONLY 17 LBS.

NEPTUNE "MIGHTY MITE" 1.7 H.P.

**3681A9950**—5 HP Air Cooled Outboard Motor. Features: snap-off hood for easy access to engine, cooling fins; handles for easy carrying; motor head swivels 360° for forward and reverse; automotive type carburetor, 2-bladed, semi-weedless propeller; 5-foot neoprene fuel hose, [illegible] starter, folding steering arm, aircraft-type throttle and choke controls, built-in [illegible] tube for prop shaft and sleeve bearings resist friction wear; remote 3-gallon fuel tank and die cast aluminum crankcase. Ship. wt. approx. 30 lbs. Retail **$138.00**

An Outboard Motor Loaded With Features

- Underwater exhaust
- Industry rated at 4 H.P.
- 360° steering for ease of handling
- An easy carry ng 29 pounds
- Automatic rewind starter

**3682AF7696**—4 H.P. Golden Jet weighs only 29 pounds. Ideal for fishing, hunting, canoeing, sailing or any use where a compact motor is desired. Operates 1½ hours on quart of gas. Front and back carrying handle, automatic rewind starter, aluminum semi-weedless propeller, [illegible] gas tank for easy and safe refueling and full weather protection from smartly, designed engine cowling. Weighs 29 lbs. F.O.B. Iowa Factory. Mfr's. Sugg. Retail **$109.95**

The Sportsman's Friend

- 360° steering for easy handling
- Rewind starter
- Underwater exhaust
- Industry rated 4 H.P.

**3683AF6896**—A truly economical answer to boating pleasure. Precision-built 4 H.P. engine will run 1½ hours on only one quart of gas. Rewind starter 360° steering for easy handling. Operates at freezing or lower temperatures without damage to power head. Weighs 29 lbs. The Skipper makes an excellent rental engine for resort owners. F.O.B. Iowa Factory. Mfr's. Sugg. Retail **$99.95**

- Good Insurance Motor
- Ideal Fishing and Trolling Motor
- For Use by Women and Children
- For Economy-Minded Buyers
- Weighs only 17 lbs.

**3684A5996**—1.7 H.P. Single Cylinder motor with a 1 Quart capacity. Aluminum semi-weedless propeller, underwater muffler exhaust. Dependable, simple to operate easy [illegible] pull, positive [illegible] pump, siphon cooling. Weighs only 17 lbs. Sugg. Retail **$79.95**

# Taylor SportShields

TAYLOR-MADE

**The First and Finest Family of Marine Windshields, Convertible Tops and Boat Covers**

Taylor windshields feature heat formed **Aircraft Plexiglas**; Twin-flap deck channels in white vinyl, heavy aluminum framing for strength and beauty, chrome external deck angles for easy installation. The **Holiday #18 Convertible Windshield and Top** features the **Speedaire 18" Windshield with Speedaire Wind Wings** for perfect ventilation. The **BoaTop** is 72" long in **White Vinyl High Count Duck** and fitted with white vinyl covered frames with chrome hardware. BoaTop has rigid nylon **TopLok** fasteners snap over the **TopLok** windshield moulding. F.O.B. New York Factory

**Deluxe Taylor Holiday Convertible with Speedaire 18" or 20" Holiday Windshield** Speedaire windshield with TopLok framing. Speedaire ventilation, twin-flap deck channel in white vinyl, and chrome external deck angles. **Boat Top** is 72" long, in **White Vinyl High Count Duck** with white vinyl covered frames and chrome hardware. Select windshield width needed. F.O.B. New York Factory.

| Catalog Number | Windshield Height | Windshield Wing Tip Width | Ship. Weight | Sugg. Retail |
|---|---|---|---|---|
| 3818AF7643 | 18" | 51" to 55" | 29 lbs. | $127.15 |
| 3819AF7901 | 18" | 56" to 58" | 31 lbs. | 136.95 |
| 3820AF8063 | 20" | 60" to 63" | 33 lbs. | 141.35 |
| 3821AF8226 | 20" | 64" to 67" | 36 lbs. | 143.20 |
| 3822AF9083 | 20" | 68" to 71" | 38 lbs. | 145.15 |
| 3823AF9250 | 20" | 72" to 75" | 42 lbs. | 151.20 |

2999AF1344—Clear Vinyl side curtain. Specify 18" or 20" size. Ship. wt. 3 lbs. Ret. $23.50

Heavy Aluminum framing. Heat formed Aircraft Plexiglas for visibility and durability. Twin-Flap deck channel in white Vinyl. Easily installed using chrome external deck angles. Available in 13", 15" and 17" heights. Select wing tip width necessary for your boat. Listed below are the most popular wing tip widths in three heights. Can be supplied to specifications not listed from the complete Taylor line. All Taylor marine equipment shipped promptly from the New York Factory.

| Cat. Number | Height | Wing Tip Width | Ship. Weight | Sugg. Retail |
|---|---|---|---|---|
| **13" Height SportShields** | | | | |
| 2934AF1751 | 13" | 41" to 45" | 9 lbs. | $26.95 |
| 2575AF1811 | 13" | 46" to 49" | 9 lbs. | 27.95 |
| **15" Height SportShields** | | | | |
| 2579AF2051 | 15" | 50" to 53" | 10 lbs. | 31.95 |
| 2580AF2111 | 15" | 54" to 57" | 12 lbs. | 32.95 |
| 2581AF2231 | 15" | 58" to 61" | 12 lbs. | 34.95 |
| **17" Height SportShields** | | | | |
| 3812AF2531 | 17" | 54" to 57" | 13 lbs. | 39.95 |
| 3813AF2591 | 17" | 58" to 61" | 13 lbs. | 40.95 |
| 3814AF2651 | 17" | 62" to 65" | 13 lbs. | 41.95 |

**Taylor Big T Boat Covers**

Made of heavy duty 10 oz., high count twill in **Aqua Gray Vinatex**. Double stitched throughout with Nylon cord. Draw rope is braided sash cord. Windshield allowance for 15" to 20" windshields. Motor hood will accommodate motors up to 50 HP. Correct allowance for adequate overlap all around and weathering take up. In selecting a cover check boat measurements against specifications shown. Approximate shipping weight is 8 to 10 lbs. F.O.B. New York Factory.

| Cat. Number | Recommended Boat Sizes: Overall Length | Width 2' From Bow | Width 4' From Bow | Max. Beam | Transom Width | Deck Length | Sugg. Retail |
|---|---|---|---|---|---|---|---|
| 2949AF2024 | 15'2" 15'10" | 32" 39" | 51" 57" | 57" 64" | 44" 52" | 48" 56" | $31.50 |
| 2950AF2204 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 31.50 |
| 2951AF2308 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 36.25 |
| 2952AF2459 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 38.75 |
| 2953AF2488 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 39.25 |
| 2954AF2651 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 41.95 |

# Boating Accessories

## OLYMPIC DELUXE SWIVEL SEAT

**2754A717**—Vise-type clamps—no tilt, no wobble. Centers on boat seats from 8½" to 16" wide. Metal is rust and salt water protected with baked-on plastic. Swivels 360° on oilless bearings. Upholstered back rest and seat in colors of Red or Blue. **Specify color.** Ship wt. 9 lbs. **Retail $12.95**
**2756A115**—Adapter Clamp for aluminum boats. **Retail $1.95**

RED
GREEN
YELLOW
BLUE
WHITE

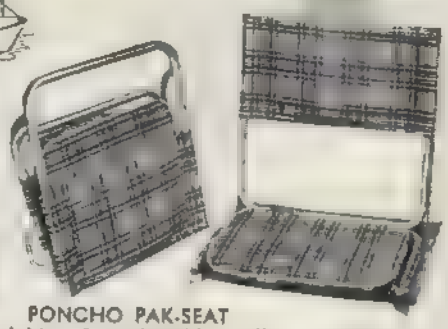
## SCOTT

**Deluxe Olympic Swivel Helmsman Seat**

**3145AF2157**—Can be mounted either port or starboard. Upholstered with Cush-N-Foam. Back rest: 10"x15½", seat 14"x16". Tubular U-shaped support can be fastened to bulkhead or may rest on deck. All metal parts chrome plated and coated. **Specify Color.** Ship. wt. 20 lbs. F.O.B. Ohio Factory
**Mfr's. Sugg. Retail $33.95**

## Air Horn And Freon Pack

**3002A597**—White, durable nylon plastic horn. For either portable or stationary use. Cannot tarnish. Will produce several hundred clear 4 mile signals per freon pack. Standard Coast Guard signals imprinted on freon pack. Impervious to salt water.
**Mfr's. Sugg. Retail $9.95**
**3657A117—Freon Pack Only.** Assures strong clean resonant signals
**Mfr's. Sugg Retail $1.95**



## PONCHO PAK-SEAT

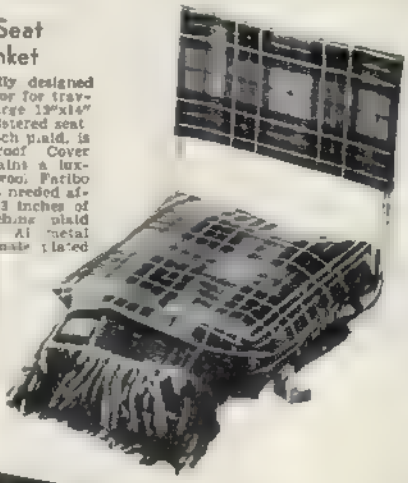
**2757A717**—Lightweight and comfortable stadium seat. Serviceable and useful in all seasons. 13½"x10" thick cushioned seat. 9½"x15" backrest. Has zippered pouch containing plastic poncho which may be used as rain cape or opened to form 44"x90" cover. ¾" chromate plated tubular frame. Two automatic spring-locking, two-step front clamps. Beautiful Red Scotch Plaid. Ship. wt. 5 lbs.
**Mfr's. Sugg. Retail $11.95**

## OLYMPIC DELUXE ARM REST SEAT

**2756A1437**—Large 14"x16" seat. Heavily padded foam seat and backrest covered in weatherproof Boltaflex. Vise-type clamps. Swivels full 360° on oilless bearings. Folds compactly. Metal parts zinc Chromate-plated for protection against salt water and rust. Red or Blue. **Specify.** Ship. wt. 17 lbs.
**Retail $23.95**
**2756A115**—Adapter Clamp for aluminum boats.
**Retail $1.95**

## Portable Seat With Blanket

**3634A1135**—Especially designed for use in stadiums or for traveling or boating. Large 18"x14" plastic covered upholstered seat in beautiful red Scotch plaid, is water and fade proof. Cover folds open and contains a luxurious 50"x60" all wool Paribo plaid robe. When not needed affords an additional 3 inches of seat padding. Matching plaid backrest 15"x16". All metal parts are zinc chromate plated for rust protection against rust. The clamps of fortified under when not in use secure to any board seat. Folds compactly and is easily carried. Ship wt. 7 lbs.
**Sugg. Retail $22.25**



## MARINE SPOTLIGHTS

**Widely used on Cruisers, Speedboats, Fishing Boats, Etc.**

**Roof and Side Mounting Spotlights**
- **One Mile Beam**
- **360° Turning Radius**

The light of a thousand use. Powerful, penetrating 12 volt spotlight, 6" diameter. Finger tip control for locating docks buoys channels etc. Brass shell construction, 360° turning radius, glass sealed beam beautiful satin heavy chrome finish. May also be used on panel and pick-up trucks, station wagons, construction equipment buses all types of industrial road building and commercial equipment.

**3658A1896**—Roof mounting spotlight, 12 Volt, 6" diameter. For use on any boat with a hardtop or any of the above listed vehicles. Complete with #190-7 Universal bracket. Ship wt. 5 lbs. Mfr's Sugg. Retail $27.00
**3659A1178**—Side mounting spotlight, 12 Volt, 6" diameter. For use with any boat that has a rigid windshield frame or any of the above listed vehicles. Complete with #52 Universal bracket. Ship. wt. 5 lbs. **Sugg. Retail $25.40**

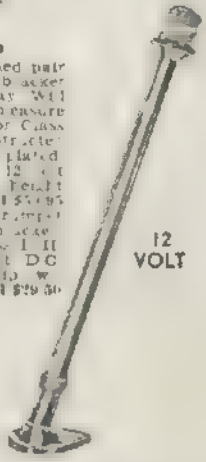
## BURGESS BOAT-LITE KIT

**Meets U S C G. Lighting Regulations**

**3656A840**—Battery operated kit to meet U. S. Coast Guard lighting regulations for Class A and Class 1 boats. Includes Red-Green bow Light, plug-in stern light with easy to feature compact 6 volt battery that provides 25-30 hours of continuous service
**Retail $12.70**

## Deck Mounted Electric Horns

**3811A3993**—An extremely powerful matched pair of electric horns mounted on a common bracket with dual trumpets. Sound and horn relay. Will enhance the appearance of the finer pleasure craft. Meets Coast Guard requirements for Class I, II & III craft. All exposed parts construction of corrosion-resistant brass triple chrome plated. Can be fixed to all types of craft with 12 volt D.C. power available. Length 24" width 9" height 6¼". Ship. wt. 9 lbs. **Mfr's Sugg. Retail $34.95**
**3811A3967**—A medium tone single trumpet model, complete with simple mounting bracket. Meets Coast Guard requirements for Class I, II, III craft. Triple chrome plated 12 volt D.C. Length 18" Width 5¼" Height 6¾" Ship. wt. 4 lbs.
**Mfr's Sugg Retail $29.50**



12 VOLT

12 VOLT

## Aertone Marine Horn

**3813A1330**—A projector type horn with loud penetrating blast for immediate attention. Chrome plated brass finish. 12 volt D.C. Meets Coast Guard requirements for Class I, II, III craft. Length 9¼". Width 5¼". Ship. wt. 2 lbs.
**Sugg. Retail $19.95**

12 VOLT

12 VOLT

12 VOLT

## Marine Spotlite-Horn Combination

**3463A1250**—Sealed beam spotlite with 800 foot beam and resonant far-reaching horn. Solid brass construction with chrome plating. 360° horizontal swivel —145° vertical swivel. Built-in signaling feature on toggle switch. Ship. wt. 3 lbs.
**Sugg. Retail $18.75**

## Marine Horn

**3462A530**—Resonant, far-reaching horn. Chrome plated brass construction. Size 6¼" long, 2¾" high. Ship. wt. 2 lbs.
**Sugg. Retail $7.95**

## Deck Mounted Spotlite

**3150A883**—Solid Brass construction with chrome plating. Sealed beam lamp. Toggle switch has built in signaling feature. 360° horizontal swivel. 145° vertical swivel. 800 ft. beam, 6¼" l., 8⅝" h. Mounting screws. Ship wt. 3 lbs.
**Mfr's Sugg Retail $13.25**

## Bowlite

**3152A423**—All solid brass construction with heavy chrome plating. Red and Green Fresnel type lenses of molded plastic. ⅜" flagstaff socket. 6¼" long 8¾" high. 12 volt lamp furnished with lite.
**Sugg. Retail $6.35**

## 24" Sternlite

**3153A457**—Heavy chromo plating on all solid brass construction. 24" staff. Clear Fresnel lens of molded plastic resists shock and breakage. 12 volt lamp furnished with lite. **Sugg. Retail $6.85**

# CLINTON

**All Movement Parts**

## GUARANTEED FOR LIFE

*The movement parts of every conventional watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! No handling charges . . simply return watch and guarantee card to Clinton Watch Co.

**WATERPROOF. Guaranteed waterproof as long as case, crown, crystal are intact

**Gold-filled watch bands are 1/20-10K.**

ALL MOVEMENT PARTS

Ⓐ **ELECTROMATIC** . . . the electric watch . . . last year this was the watch of the future. This year, it's an accepted accurate split second impulse timepiece. No winding ever! Tiny power cell provides power for over a year. Water-resistant** case is yellow gold flashed with stainless steel back, luminous dial, sweep second hand, unbreakable crystal. Shock-resistant movement. Gold filled adjustable expansion band. Special Electric Watch Guarantee.

**15 B 0558KT** . . . . . **49.95**

Ⓑ **TROJAN.** 21-jewel executive dress watch encased in 10K yellow rolled gold plate case with stainless steel back. Raised gilt figures, markers, sweep second hand. Unbreakable mainspring. Dustproof Shock resistant movement GUARANTEED FOR LIFE*. Gold filled adjustable expansion band.

**15 B 0594KT** White dial **27.95**
**15 B 0595KT** Black dial **27.95**

**SEA POWER AUTOMATIC** Winds itself with the normal movement of your wrist . . . will not over wind! A masterpiece of precision accuracy. A true WATERPROOF** water watch! Yellow gold encased 17 jewel case . . . sweep second hand and luminous dial. Stainless steel back. Gold filled adjustable expansion band. Unbreakable mainspring. 17 jewel precision movement GUARANTEED FOR LIFE*.

White dial
**15 B 0596KT** **29 95**
Black dial
**15 B 0597KT** **29 95**
Non-automatic, white dial
**15 B 0559KT** **22 50**
Non-automatic, black dial
**15 B 0560KT** **22 50**

*25 Jewels Petite* | *6 Diamonds 25 Jewels* | *3 Diamonds 25 Jewels*

Ⓒ **MISS PARIS.** Smart, modern 25-jewel watch in solid 14K gold case with raised crystal. Tiny . . . draw it through a ring! Matching gold-filled expansion band adjusts to fit wrist perfectly. Unbreakable mainspring. Movement is shock-resistant, dust-protected, GUARANTEED FOR LIFE*.

Yellow
**15 B 0598KT** . . **35.50**
White
**15 B 0599KT** **35 50**

Ⓓ **6-DIAMOND VISION.** Six superb diamonds blaze on a case of 10K rolled gold plate. Matched gold-filled expansion bracelet adjusts to fit. Raised figure dial and crystal. 25 jewel shock-resistant movement is GUARANTEED FOR LIFE*, is dust-protected, has unbreakable mainspring.

White
**15 B 5500KT** **42.50**
Yellow
**15 B 5501KT** . . **42.50**

Ⓔ **LADY ELEGANCE.** Three diamonds grace the solid 14K white gold case. So dainty it goes through a ring! Faceted crystal. 25 jewel shock resistant movement is GUARANTEED FOR LIFE*. Unbreakable mainspring. Dustprotected. Luxurious, matching gold filled florentine bracelet with safety chain.

**15 B 5502KT** **47.50**

Each watch in presentation gift box.
Shipping weight ½ lb

All watches subject to 10% Federal Excise Tax.

*17-Jewel*

**STAINLESS STEEL** *Waterproof***

ROYAL MARINE Our [illegible] Smart, handsome WATERPROOF** watch features 17-jewel shock resistant movement GUARANTEED FOR LIFE*. All STAINLESS STEEL CASE with unbreakable crystal. Unbreakable mainspring. Raised markers, numerals. Matching stainless steel adjustable expansion band.

**15 B 5503KT** . . **19.95**
As above in chrome plated top case
**15 B 5506KT** **15.95**

Jeweled watches include jeweling on lever

# CLINTON

## All Movement Parts GUARANTEED FOR LIFE

*The movement parts of every watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! . . . no handling charges! . . . Simply return watch and guarantee card to Clinton Watch Co.

## *17-Jewel* WATERPROOF**

*Rugged handsome.. styled for men*

**SEA WOLF.** 17-jewel waterproof** . . rugged handsome . . . favorite of men everywhere! Chrome plated top case, stainless steel back for everyday rugged wear. Luminous dial stick and numeral markers, sweep second hand, unbreakable crystal. Stainless steel expansion bracelet with insets. Shock-resistant movement is GUARANTEED FOR LIFE*. Unbreakable mainspring

15 B 0531KT . . . . . 15.95

**As above** all STAINLESS STEEL case

15 B 0532KT . . . . . 19.95

SHOCK-RESISTANT MOVEMENT GUARANTEED FOR LIFE*

### *21-jewel beauty!*

**A PRINCESS.** An irresistible bracelet watch with a royally styled 10K RGP case, stainless steel back. High domed unbreakable crystal. Unbreakable mainspring. Gold filled bracelet has safety chain. 21 jewel dust and shock-resistant movement GUARANTEED FOR LIFE*.

15 B 0533KT Yellow 28.95
15 B 0534KT White 28.95

### *17-jewel delight!*

**B CONCERTO.** Fashion-favorite with gift-giving! 17-jewel shock-resistant movement GUARANTEED FOR LIFE*. Yellow gold flashed case with stainless steel back, matching gold filled expansion band. Raised crystal is unbreakable. Shock-resistant, dust-protected, unbreakable mainspring

15 B 0535KT Yellow 18.45
15 B 0536KT White 18.45

### *25-jewel fashion!*

**C DISCOVERY.** 25-jewel shock-resistant movement GUARANTEED FOR LIFE*. 10K rolled gold plate case, stainless steel back, mesh gold filled band, safety chain. Dust-protected movement, unbreakable mainspring

Yellow
15 B 0537KT 34.95
White
15 B 0538KT 34.95

### *17-jewel ideal gift!*

**D NIGHTINGALE.** Terrific value! 17-jewel shock-resistant and dust-protected movement is GUARANTEED FOR LIFE*. Unbreakable mainspring. Yellow gold flashed case with steel back full raised arabic easy-to-read numerals in raised crystal. Delicately crafted silk cord band. Never before so much watch for so little money!

15 B 0539KT . . 15.95

**E HELMSMAN CALENDAR.** For the man at the helm, this is the ideal watch . . . so many features! 17-jewel shock-resistant movement GUARANTEED FOR LIFE* water-resistant** Tiny "monocle" opening tells calendar's date. Unbreakable mainspring. Yellow gold flashed case, stainless steel back, gold-filled full expansion band. Sweep second. Luminous dial

15 B 0540KT 23.95

**G ESQUIRE.** Masterpiece of engineering skill! Yellow gold flashed case with stainless steel back plus 17-jewel movement that's shock-resistant, dust-protected . . . GUARANTEED FOR LIFE.* Gold filled inset expansion band, unbreakable mainspring and raised crystal

15 B 0541KT White dial . . . . . 17.95
15 B 0542KT Black dial . . . . . 17.95

**H SANTA FE TRANSPORTATION WATCH.** A favorite respected for its accuracy. Heavy duty chrome-plated timepiece with heavy black numerals, minute divisions, no break mainspring. Leather fob. 21-jewel shock-resistant movement GUARANTEED FOR LIFE.* Dustproof.

15 B 0543KT . . . . . 23.95

**WATERPROOF: Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact. Gold Filled watch bands are 1/20-10K. All watches gift boxed.

*Beautiful* **GIFT BOX**

Every watch comes with stunning presentation box

**All watches subject to 10% Federal Excise Tax**

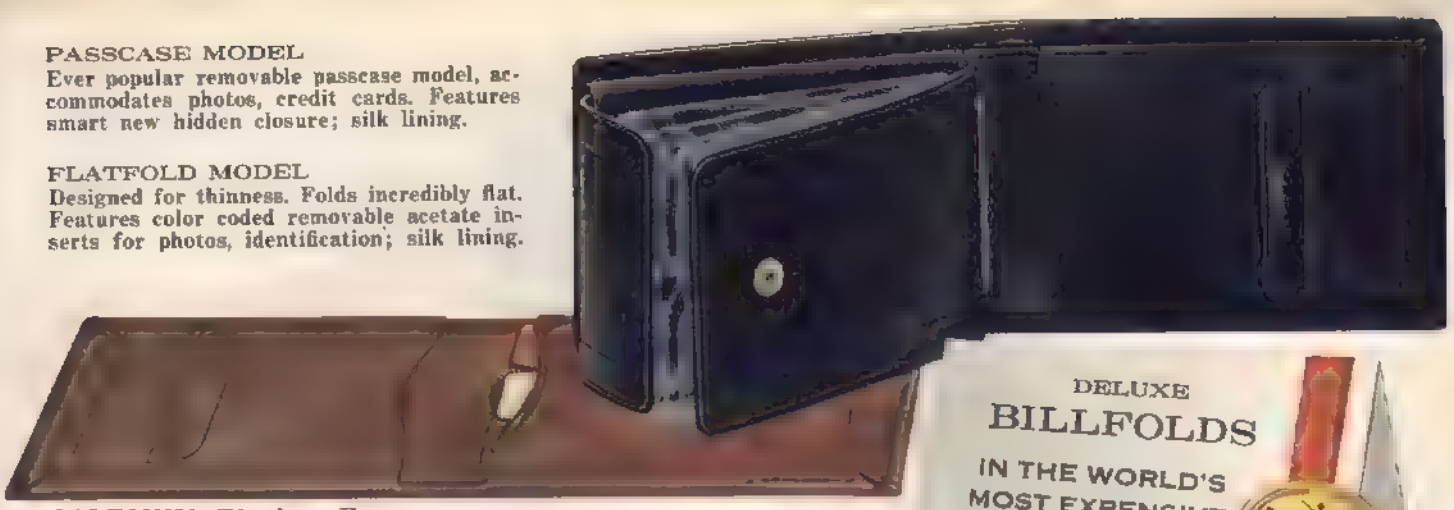
Shpg. wt. ½ lb



Jeweled watches include jewelling on lever

PASSCASE MODEL
**Ever popular removable passcase model, accommodates photos, credit cards. Features smart new hidden closure; silk lining.**

FLATFOLD MODEL
**Designed for thinness. Folds incredibly flat. Features color coded removable acetate inserts for photos, identification; silk lining.**



DELUXE
# BILLFOLDS
IN THE WORLD'S MOST EXPENSIVE LEATHERS
BY COACH

## CALFSKIN—Black or Brown

Admired the world over, fine calfskin is the most sought after of billfold leathers. No other leather, so luxuriously soft to the touch, wears so well

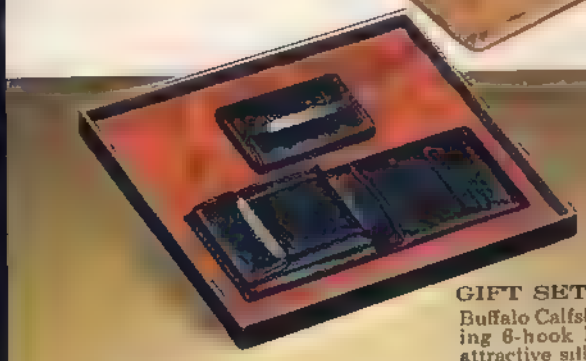
| | | |
|---|---|---|
| 4260L500 | Black Passcase Model ..... | Retail $10.00 |
| 4262L500 | Brown Passcase Model..... | Retail $10.00 |
| 4261L500 | Black Flatfold Model ..... | Retail $10.00 |
| 4263L500 | Brown Flatfold Model. .. .. | Retail $10.00 |

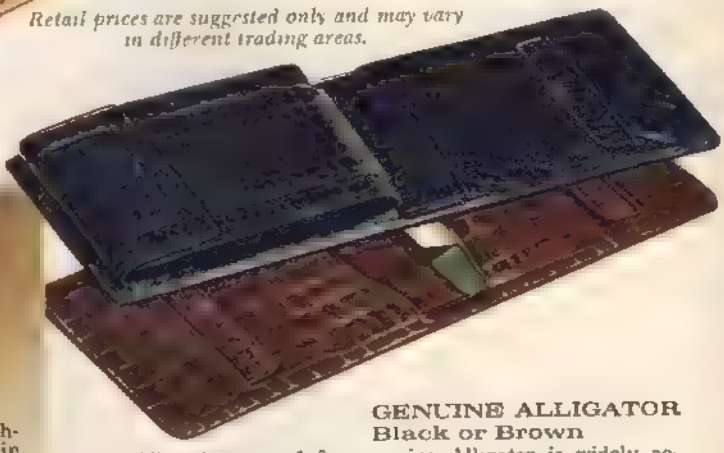
## GENUINE OSTRICH—Natural

The ostrich of South Africa is prized for its distinctive quill marked skin The rarest, most luxurious of all leathers

| | | |
|---|---|---|
| 4268L2000 | Passcase Mode . . . . | Retail $40.00 |
| 4269L2000 | Flatfold Mode . . .. .. | Retail $40.00 |

*Retail prices are suggested only and may vary in different trading areas.*





## GIFT SET

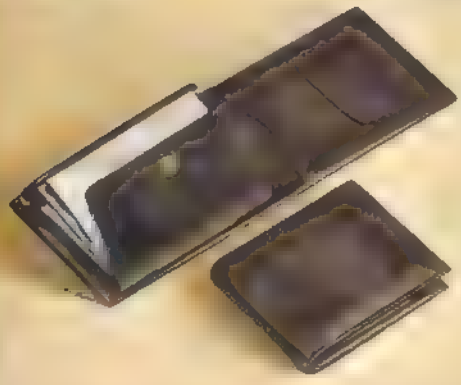
Buffalo Calfskin billfold with matching 6-hook Key Case. Packed in attractive silk lined box

| | | Retail |
|---|---|---|
| 4411L500 | Mahogany Set | .$10.00 |
| 4413L500 | Black Set..... | $10.00 |
| 4412L375 | Mahogany Wallet Only.. | $7.50 |
| 4414L375 | Black Wallet Only..... | $7.50 |

## 3-FOLDER

Top grain leather novelty wallet. Accordion windows for credit cards and photos. Open top for bills. Roomy card pockets.

| | | |
|---|---|---|
| 4415L250 | Black . | Retail $5.00 |
| 4416L250 | Brown ..... | Retail $5.00 |



## SIDE-FOLDER

Mello. Top grain boarded cowhide. Convenient side-opening passcase for credit cards and photos. Stitchless Construction

| | | Retail |
|---|---|---|
| 4417L375 | Olivewood ..... | $7.50 |
| 4418L375 | Black ..... | $7.50 |

## GENUINE ALLIGATOR
Black or Brown

The elegance of fine genuine Alligator is widely acclaimed Here is a leather so precious, it is bought and sold by the inch.

| | | |
|---|---|---|
| 4266L1750 | Brown Passcase Mode . . . . | Retail $35.00 |
| 4409L1750 | Black Passcase Mode . | Retail $35.00 |
| 4267L1750 | Brown Flatfold Model. . | Retail $35.00 |
| 4410L1750 | Black Flatfold Model .. . . | Retail $35.00 |

## GENUINE PINSEAL—Black

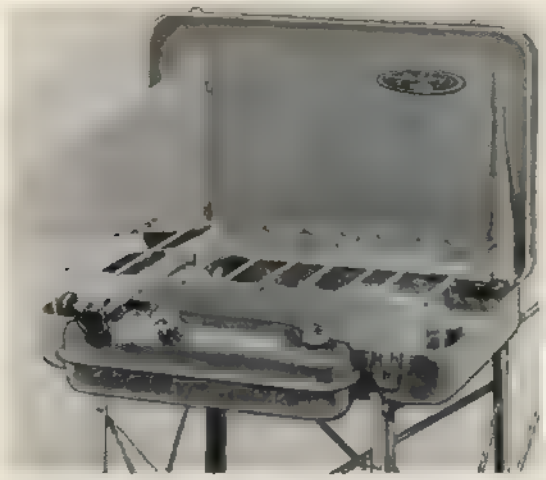
From the frozen Arctic, Genuine Seal is one of the scarcest of luxury leathers. Natural oils give the suppleness so necessary in a fine leather billfold

| | | |
|---|---|---|
| 4264L1000 | Passcase Model..... | Retail $20.00 |
| 4265L1000 | Flatfold Model..... | Retail $20.00 |

Prices do not include Federal Excise Tax

# Holiday by THERMOS

## Uses ANY Gasoline as Fuel



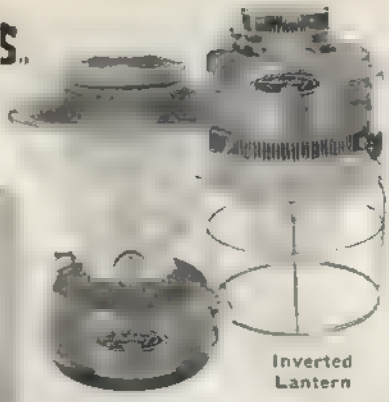
### HOLIDAY TWO BURNER SUITCASE CAMP STOVE

3769A1648—Compact, easy-to-carry or store. Perfect for roadside picnic or camping use. Two slotted burners give direct flame, higher heat, faster cooking. Tank holds 2 pts. for 4-5 hrs. continuous cooking. Stove features equal efficiency on secondary burners. Finger tip controlled out front push pull levers. Adjustable air shutter mist-post on wind screen and heavy gauge hood cover upright. Safe starting foolproof performance, minimum maintenance. Burns any gasoline. Rugged deep-drawn case, rounded corners for easy cleaning. Heavy duty grill and hardware. Size folded 18"x12"x5¼". Ship wt 12 lbs. Mfr's Sugg Retail $21.95

3770A1686—Stove Stand. Convenient sturdy stand unfolds to hold any Thermos camp stove. Stand adjusts to the right cooking height. Folds to 2½"x2"x28". Ship. wt 7 lbs. Mfr's Sugg Retail $7.50

### DELUXE "TANK-INSIDE" STOVE

3771A2031—Something new in camp stoves, just open the case and it's ready for use. Simply close it when finished. Safety engineered. Two burner stove has 2 pt. fuel capacity for 4-5 hrs. continuous cooking. One piece burners give direct flame, higher heat, faster cooking. Adjustable air shutter, multi-position wind screens, compact, strong rugged deep drawn case, heavy duty grill and hardware. Burns any gasoline. Size folded 21⅞"x13⅞"x5⅛". Ship wt. 17 lbs. Mfr's. Sugg. Retail $31.50



Inverted Lantern

Two Mantle

3772A1772—Two Mantle Lantern. Powerful storage model gives 10 hours white light maintenance. 2 pt. capacity tank burns up to 9 hrs. Easy starting, foolproof performance, minimum maintenance, can take apart assembly. Beautifully designed with greater stability. Stands 12¾" tank dia. Burns any gasoline. Ship wt. 6 lbs. Mfr's Sugg Retail $21.50

3773A1718—Inverted Lantern. Direct replacement for Two Mantle. The perfect ceiling light. 2 pt. fuel capacity burns up to 10 hrs. Sturdy construction, easy starting, foolproof performance, minimum maintenance. Beautifully designed with greater stability. Stands 12¾" high to handle 3". Burns any gasoline. Ship wt. 6½ lbs. Mfr's. Sugg Retail $25.95

## Coleman

America's First Family in Camping Equipment

### TWO-BURNER CAMP STOVE

3080A1187—Lightweight, quickly and easily set up stove. Compact size for easy storage. Copper plated fuel tank, supply tube and valve. Sturdy steel construction. Stainless steel burners. Fuel capacity 2 pints. Great Lake heating area. Size folded 15" x 7¼" x 4". Ship. wt. 12 lbs.

Mfr's. Sugg. Retail $16.95

### FOLD-AWAY CAMP OVEN

3078A697—Coleman Oven fits over any burner of most camp stoves to provide extra grill or gas burner. Rust-resistant flame baffle spreads heat evenly. Steel frame, black vitreous enamel finish. Perforated grill with wire rack. Adjustable thermometer. Accurate to 500°. Size when open 11¾ x11¾ x11¾". Ship wt 8 lbs.

Mfr's. Sugg. Retail $9.95

### DELUXE TWO-BURNER CAMP STOVE

2986A1667—Plenty of room for two large skillets. Two Stainless Steel burners spread flame evenly with no hot spots. Fuel tank is pressurized by burner. Green baked enamel finish. Spring steel construction. Size folded 22¾" x 13¾" x 4". Ship wt 17 lbs.

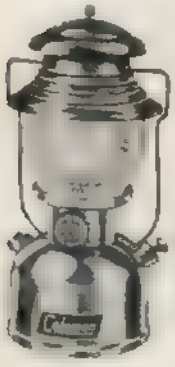
Mfr's Sugg Retail $22.95

3725A1815—Aluminum Deluxe Two Burner Stove. Same as above except of corrosion resistant heavy gauge aluminum. Ship wt 14 lbs.

Mfr's Sugg Retail $29.95

3083A487—Folding high stand for assembled Coleman camp stoves. Places stove at handy working height for cooking. Aluminum construction. Folds to compact 2¾" x 2¾" x 28". Ship wt 3 lbs. (No cutting required)

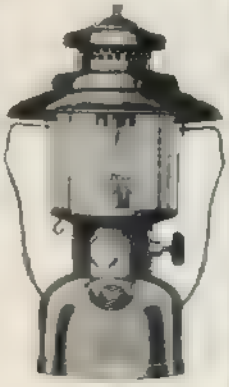
Mfr's Sugg Retail $6.95



One Mantle

USES UN-LEADED FUEL OR COLEMAN FUEL

### COLEMAN FLOODLIGHT LANTERNS



Two Mantle

America's first family of fine lanterns. Brilliantly flood a 100-ft. area—equivalent of 300-watt power. Storm-proof in high winds, torrential rain.

3084A1327—Coleman Deluxe "Professional" Single Mantle Lantern. Rust-proof chrome plated brass fuel tank holds 2½ pints for 8-10 hours of service. 7" diameter, 12" height. Green japanned reflector top. Ship wt 4 lbs.

Mfr's. Sugg. Retail $15.95

2987A1117—Coleman One Mantle Lantern. Popular, all purpose single mantle lantern. Red baked enamel steel fount holds 1⅜ pints for 8-10 hours light. 5¾" diameter, 13¼" high. Ship wt 4 lbs.

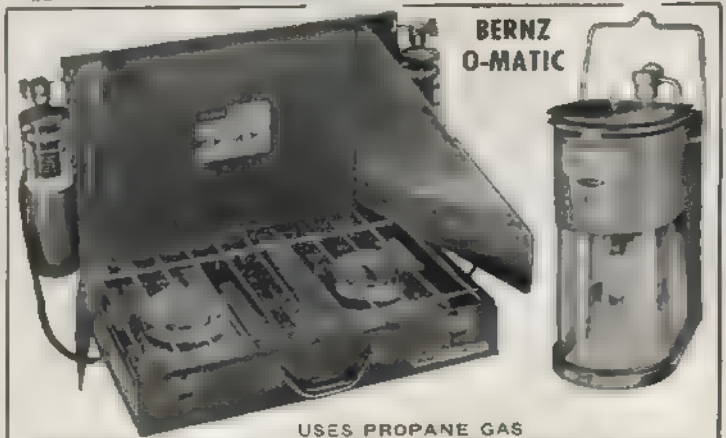
Mfr's. Sugg. Retail $15.95

3085A1327—Coleman Two Mantle Wide Reflector Model. The wide reflector, 8" wide top, reflects light downward, eliminates shadows. Green lacquered steel fount, rust resistant. Holds 2 pints enough for 10-12 hours. 6" diameter at base. Height 14½". Ship wt. 6 lbs.

Mfr's. Sugg. Retail $16.95

2988A1257—Coleman Two Mantle Model. Two mantle model with narrow reflector for extra wide light throw. Light that's steady, free of glare. Sturdy fount you can read a newspaper 20 ft. away. Green lacquered steel fount, rust resistant. Holds 2 pints enough for 10-12 hours. 6" diameter at base. Height 14½". Ship wt 5 lbs.

Mfr's Sugg Retail $17.95



### BERNZ O-MATIC

### USES PROPANE GAS

2334A1995—Two Burner Propane Gas Stove. Each burner operates independently with its own disposable 1 pound cylinder of propane gas. Recessed stove top resists warping and heat. Burns for 2 hours per cylinder. Size 20"x14½"x6¼". Ship wt 20 lbs. With two cylinders.

Retail $29.95

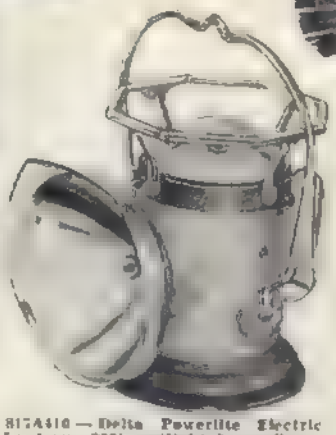
3054A1130—Propane Gas Lantern. Disposable 1 pound gas cylinder. Direct beam bright light. Protector 200 from a single cylinder base. Light burns approximately 10 to 14 hrs. Size 9"x5"x4" wide. Ship wt 3 lbs. Complete with fuel cylinder. Ret. $16.95



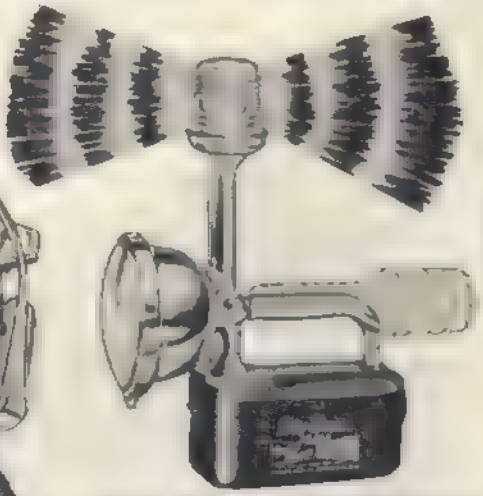
Nationally Advertised Camp Lanterns and Camp Stoves

# ACCESSORIES for the OUTDOORSMAN

2610A828—**Radar Lite.** Separate head and 6V [illegible] Adjustable seal [illegible] clamp with Safe-T-Lo [illegible] plastic head. Locks on "switch-lock" safety [illegible] safety flasher [illegible] or mounted on movable arm [illegible] complete with battery. Ship wt. 5¾ lbs.
**Sugg. Retail $12.95**

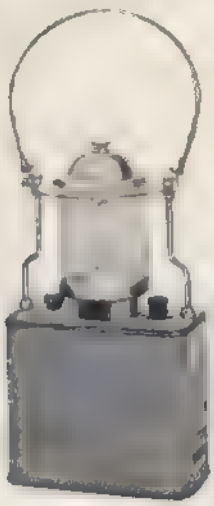


817A810 — **Delta Powerlite Electric Lantern.** 800' spotlight from silver-plated front reflector—wide spread floodlight from enameled top reflector. Operate together or separately. 4 position switch. Unbreakable lenses. Uses standard 6-volt lantern battery (not included). Steel guard for top lens. Two-tone Grey enamel. Ship. wt. 3 lbs.
**Sugg. Retail $6.15**



1933A730—**Big Beam Sealed Beam Beacon Lamp.** 4" lamp head chrome plated steel. Separate switches. Beacon flashes approx. 75 times per min. stays firmly erect in upright position. Rustproof, weatherproof red enameled steel battery case. Uses 6V battery (not included). Ship. wt. 2 lbs. **Sugg. Retail $16.95**
389A530—Same as above without beacon. Ship. wt. 2½ lbs. **Sugg. Retail $7.95**

504A341—**Handilite Electric Lantern.** Combination warning signal plus emergency light—burn together or separately. No tipping beam. 1000' Power Beam—sealed removable reflector. Lightweight, all-aluminum polished case—Black plastic handle. Completely weatherproof. 6V battery not included. Ship wt. 1½ lbs.
**Sugg. Retail $5.69**



2611A573 — **Radar Lamp.** Safest portable lantern ever made. Separated chrome finished head and battery design banishes corrosion and plug leak-proof, weatherproof, long lasting 6V battery included. Safe, no heat or fumes. Battery included. Ship. wt. 4¾ lbs.
**Mfr's. Sugg. Retail $9.95**

## IT FLOATS!

### All-Weather Floating Light Unbreakable . . . Powerful

2788A363 — The all weather floating light. Lightweight, rugged, and water-resistant. Remains upright in the water to throw a piercing visible signal. Ready to serve anytime. Grease, fungus, and acid resistant. Ideal for hunters, fishermen truckers, homeowners etc. Red blinker warning light shows through case and can be seen over 500 feet at night. Stay watertight. Batteries not included.
Mfr's. Sugg. Retail $6.95

2132A707 — **Outdoorsman Lantern.** Provides brilliant flood light. Head swivels 180 degrees for penetrating spot light. Flashing amber beacon gives night warning signal. Chrome plated head and handle, sturdy red baked enamel, battery case with hinged cover to be rustproof and weatherproof. Uses two standard lantern batteries. Ship. wt. 3 lbs. Batteries not included.
Mfr's. Sugg. Retail $11.95

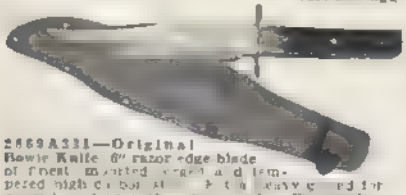
## LIFE-LITE

### Rechargeable Flashlights

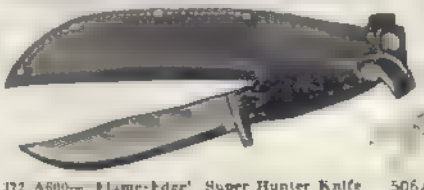
**Life Lite pays for itself in savings**

2034X667—World's newest, most powerful rechargeable flashlight. Life Lite is the revolutionary flashlight that never needs batteries because it can be recharged in any outlet (110 AC). It burns brightly for hours on one charging. The Super "200" has a built in magnet, leather carrying strap, luminous switch. Use standard bulb. Grey in color.
Mfr's. Sugg. Retail $9.95

2821X400 — **Galaxy Rechargeable Flashlight.** Never needs batteries. Easily recharged, flashlight separates into 2 halves, prongs inserted into any AC outlet. Fits pocket, purse, or glove compartment. Will not leak or corrode. Uses standard flashlight bulb. Two tone grey with gold trim.
Mfr's. Sugg. Retail $5.95

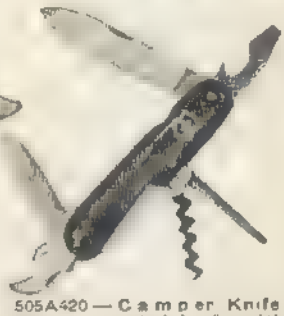


2869A331—**Original Bowie Knife** 6" razor edge blade of finest imported steel and tempered with carbon at [illegible] heavy gauge for rugged outdoor work. Stag handle. Dependable, lasting, sturdy balanced construction. Finely built sheath.
**Sugg. Retail $3.50**



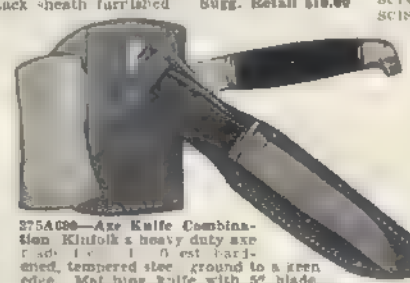
372A600—**Flame-Edge Super Hunter Knife** 8½" heavy gauge high carbon, chrome vanadium steel concave ground blade with cutting edge of tungsten carbide. Iridia Stag handle. Black sheath furnished.
**Sugg. Retail $10.00**

506A760—**Fisherman's Knife.** Swiss imported knife contains steel blade, pen blade, can [illegible], screw driver, cap lifter, reamer, scissors, fish scaler, hook disgorger, tweezer, and [illegible] board. Shackle. Stainless Steel Blades. Plastic [illegible]
Sugg. Ret $12.50

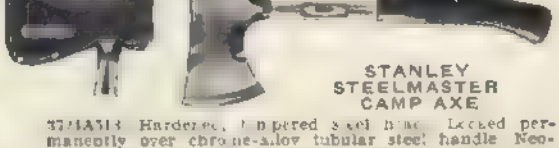


505A420 — **Camper Knife.** Swiss imported knife with blades of finest Swedish stainless steel. Contains spear blade, pen blade, can opener, screw driver, cap lifter, reamer, corkscrew and shackle. Elainid plastic [illegible]
**Sugg. Retail $7.00**

2698A465—**Fisherman's Friend.** Fourteen fine quality tools in one. Long nose pliers, leader straightener, fish hook disgorger, wire-cutter, edge gauge, [illegible] blade, hook sharpener, line cutter, shot splitter, hook remover, bait scaler, bottle opener, screwdriver, can opener, harness [illegible], leader [illegible] case. Forged high carbon steel. Chrome plated.
**Sugg. Retail $7.75**



375A690—**Axe Knife Combination.** Klinfolk's heavy duty axe [illegible] steel. Hardened, tempered steel ground to a keen edge. Mat hine knife with 5" blade. Big [illegible] Leather buckles and a durable drop [illegible] detachable.
**Sugg. Retail $16.00**



## STANLEY STEELMASTER CAMP AXE

3774A313—Hardened, tempered steel blade. Locked permanently over chrome-alloy tubular steel handle. Neoprene grip provides [illegible] cushioned grasp that absorbs shock. Just the overall. Leather sheath.
**Sugg. Retail $7.70**

# charm originals, inc.

of Ruleville, Mississippi

Now An Affiliate of

COLUMBIA Toy Products, Inc.

A Charm Stuffed Toy is a Gift of Joy

Featuring:

- Fine Quality
- Finest Workmanship
- Originality
- High Style

— ADDRESS INQUIRIES TO —

1601 Bellefontaine - Kansas City, Mo.

COLUMBIA TOY *Features*

**MR. BIM®** THE MONKEY

**NATIONALLY ADVERTISED**

Specializes in a complete range of low priced promotional stuffed animal toys.

WRITE FOR YOUR CATALOG

**EASTER PLUSH in 98c to $2.98 retailers**

COLUMBIA TOY PRODUCTS, INC.

MANUFACTURERS OF STUFFED TOYS

1601 BELLEFONTAINE

KANSAS CITY 27, MO.

**Adorable**
TOY CORP.
Office and Showroom:
134 West 21st St.,
New York 11, N. Y.
Telephone: ALgonquin 5-1210
Retails for
88¢, 98¢ and $1.98

STUFFED ANIMALS made of VIRGIN VINYL and COTTON
AUTOGRAPH-ABLE • For a lasting autograph or drawing • Smooth writing surface
• For souvenirs, cheer-ups, graduation, clubs

## CLASSIFIED PRODUCTS

***Animals, Stuffed (Cont.)***

Sutton I S & Sons Inc 43 Hall St Brooklyn 5 NY
Timely Toys Inc 61 Greenpoint Av Brooklyn 22 N Y
Toys Inc 2425 Dean Ave Des Moines 17 Iowa
Trudy Toys Co 3 Depot Pl E Norwalk Conn
Tykie Toys Inc P O Box 63 Conley Ga
Western Toy Mfg Co 3833 S E Milwaukie Ave Portland 2 Ore
Wolper Toy Co 79 Bridge St Brooklyn N Y
Woolnough W F Co 200 5 Ave Rm 212 NYC 10
Zadek-Feldstein Co 11 42 St Brooklyn 32 N Y

## ANIMALS, WASHABLE

Ace Toy Mfg Corp 536 Broadway NYC 12
ADORABLE TOY CORP 134 W 21 St NYC 11
ALVIMAR MFG CO 1881 Park Av New York 35 N Y
Animal Fair Inc Chanhassen Minn
Arcadia Doll Co 605 E 132 St Bronx 54 N Y
Artistic Toy Co 3 & Cambria Sts Philadelphia 33 Pa
Atlas Toy Mfg Corp 136 W 21 St New York N Y
B & K Enterprises 2829 7 St Berkeley 10 Calif
Bantam U S Toys Inc 112 W 34 St New York 1 N Y
Blue Ribbon Shoe & Novelty Co 76 Crown St Brooklyn 25 N Y
Cara Inc 844 W Adams St Chicago 7 Ill
Cardinal Doll Corp 98 Berriman St Brooklyn N Y
Character Novelty Co 200 Fifth Av New York 10 N Y
Christy Mfg Co P O Box 487 Fayetteville N C
Clare Creations Inc 29 E 19 St NYC
Coronet Toy Mfg Co 1121 Post St Seattle 1 Wash
D & D Inds 12 Mount Pleasant Ave Leominster Mass
Dardenelle Co P O Box 368 Lindsay Calif
Douglas Co P O Box 458 West St Keene N H
Eastern Moulded Prods 7 Madison St South Norwalk Conn
Eden Toys Inc 112 W 34 St New York 1 N Y
ELKA TOYS 200-5 Av New York 10 N Y
GUND MFG CO 200 5 Av New York 10 N Y
Gym Toys Inc 3407 Winona St Burbank Calif
Helene of California 1580 San Altos Pl Lemon Grove Calif
Ideal Toy Corp 200-5 Av New York 10 N Y
Jolly Blinker Corp (Div of Plastic Toy & Novelty Co) 2901 Coney Island Ave Brooklyn 35 N Y
Ka-Klar Cloth Toy Co 60 Hilliard St Manchester Conn
Kamar Inc 3018 Crenshaw Blvd Los Angeles 16 Calif
Kaysam Corp of America 27 Kentucky Av Paterson N J
Knickerbocker Toy Co 1107 Broadway Room 500 NYC 10
Krueger Richard G 112 W 34 St New York N Y
La Mar Toy Co 432 12 St Brooklyn 15 N Y
LINES BROS INC 236 5 Av New York 1 N Y

**EXPERT STUFFED TOYS**

• RABBITS
• EASTER Novelties, etc.
• BEARS
• DOGS

The Popular Priced Line

*Designed and priced for every class of trade*
**EXPERT DOLL & TOY COMPANY** 19-27 WEST 21st STREET NEW YORK 10, N. Y.

# Motorize your boat!

**Increase boating fun, enjoy water sports with a West Bend "Commodore" motor**

# Commodore

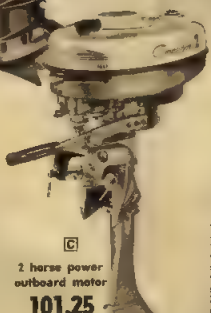
COMPARE OUR 50TH ANNIVERSARY DISCOUNT PRICES

**A dependable motor for every use—boating, fishing, sports**

A
**10 horse power outboard motor**
**262.50**

B
**16 horse power outboard motor**
**300.00**

★★★★
NO MONEY DOWN
NUSE OLDH AMERICAN CREDIT SYSTEM



C
**2 horse power outboard motor**
**101.25**

D
**7½ horse power**

**Ideal outboard for your car-top boat!**

D **180⁰⁰**

- **Compact "all-in-one" control panel**
- **Low-level, gear-reduction starter**
- **Forward-neutral gearshift**
- **With full pivot steering**

**A COMMODORE "10".** 10 hp fishing motor with de luxe motor features. Full gearshift—forward, neutral, reverse—on 3-position handle. Calibrated speed selector dial—twist handle for speed control. Low-level rewind starter; quick-start ignition system, indestructible nylon bearings. Strong fiberglas engine cover. 4½-gallon remote fuel tank. 90-day guarantee. White/Gray. Shipping weight 39 lbs. FOB Wisconsin.
69 B 1102F . . No money down! . . . . Price $262.50

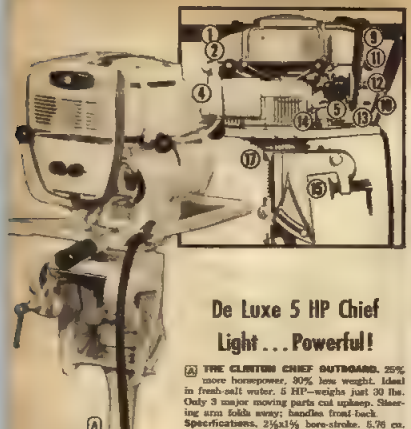
**B COMMODORE "16".** 16 hp powerhouse will plane a runabout or pull a skier. Full gearshift forward, neutral, reverse—on 3-position handle. Calibrated speed selector dial—twist handle for speed control. Adaptable for remote controls. Low-level rewind starter, quick-start ignition system, nylon bearings. Fiberglas engine cover. 4½-gallon remote fuel tank. 90-day guarantee. White/Gray. Shpg. wt. 64 lbs. FOB Wis.
69 B 1103F . . No money down! . . . . Price $300.00

**C AIR-COOLED COMMODORE "2".** Carry this 28-lb. 2 hp motor in one hand! Full pivot steering; automatic low-level rewind starter. Operates perfectly in sandy, silty or near-freezing water. Tough nylon propeller won't chip, crack. Built-in 5-pint fuel tank. 90-day guarantee. White/Gray. Wt. 28 lbs. FOB Wis.
69 B 1106F . . No money down! . . Price $101.25

**COMMODORE "7½".** Sturdy, dependable 7½ horsepower motor designed for car-top or rental boats. Compact design for easy car trunk hauling . . . weighs only 47 pounds. Effortless starting with low-level, gear-reduction starter. Features forward-neutral gear shift and full-pivot steering. Three-position handle ("operating", vertical and rear) simplifies storing and carrying. Indestructible nylon bearings. Fiberglas engine cover. With 2½-gallon remote fuel tank. 90-day guarantee. Arctic White/Oxford Gray. Shpg. wt. 47 lbs.
69 B 1101F No money down! Price $180.00

***All motors shipped promptly from factory in Wisconsin**

# Fishermen's Friends
# 3 Popular Small Motors




## De Luxe 5 HP Chief
## Light . . . Powerful!

**(A) THE CLINTON CHIEF OUTBOARD.** 25% more horsepower, 50% less weight. Ideal in fresh-salt water. 5 HP—weighs just 30 lbs. Only 3 major moving parts cut upkeep. Steering arm folds away; handles front-back. **Specifications.** 2½x1½ bore-stroke. 5.76 cu. in. displacement. 14-2¼ gear ratio. 4½-7 propeller dia.-pitch. 3 gal. tank incl 800 rpm idle, 4200 rpm operating speed. Fuel: ½ pt. oil to 1 gal gasoline. **Features.** Air cooled—fins, turbine style flywheel. Automatic recoil starter. Automotive snap-off hood, Tillotson carburetor, fuel pump. Swivels 360°—180° pivot reverse steering. 2-blade semi-weedless propeller. Clin-Tone muffler. Aircraft type throttle-choke controls. 2 adj. knobs for idle, high. 6 ft. Neoprene hose. High tension magneto ignition. Needle and ball bearing (engine), gear housing. Oilite bronze bearings. Forged crankshaft. 90 day guarantee. Shipping weight 35 lbs. FOB Michigan.

69 B 0800F—No money down .. 104.44

(A)
104.44

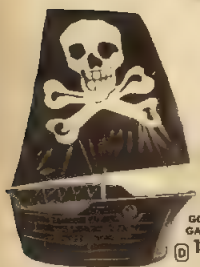
NO MONEY DOWN
USE OUR AMERICAN CREDIT SYSTEM

**(B) SILVERTONE MOTOR.** Light, quiet, steady—non-polluting. Leaves both hands free for fishing. Works off battery of regular outboard motor—6 volt or 12 volt power from 125 to 850 revolutions per minute. 3-speed switch. Full reverse—360° directional steering. Operates 6 to 10 hours on one battery charging. Adjustments for transom height, fixed steering. Permanently lubricated, hermetically sealed motor. No money down on our American Credit system. Shipping weight 28 lbs.

69 B 0301R—No money dn 89.50

**(C) NEPTUNE MIGHTY MITE.** It's a mighty fine motor. Powerful 1.7 horsepower. Small, easy to start. A popular fisherman because it's so lightweight, portable . . goes almost anywhere. Easy to handle and use. Moistureproof magneto centrifugal pump. Siphon cooling. Under water exhaust. Semi weedless aluminum propeller. Non-flooding carburetor. 4000 rpm. 1 qt. gas tank. 38½" long. 6¼" wide. 16" stern height. You can't go wrong with this motor. Shipping weight 18 lbs.

69 B 0501R—No money dn. 63.50



**(D) GOLDEN GALLEON.** A young sailer's dream come true! For lake or pool. 4' size—flat bottom. Made of Geon (unbreakable Polyethylene plastic). Coppertone color. Stern window, molded seat, anchors, mast, cross bars. Black-white sail. 125 lb. cap. 28" beam. 12" deep.

69 B 2801R—Shpg. wt. 6 lbs. 10.95

**(E) SCOTTY.** A popular kiddie boat for lake, pool—or use it as a wading pool in the backyard. Roomy 5' long size. Catamaran type plastic hull—proved safety afloat. Blue color. Includes plastic paddle to add to fun. 175 lb. capacity. 33" wide, 8" deep. (Shipping weight 8 lbs.

69 B 2802R. ..... 12.95

**(F) SEA HORSE.** Styled like a real row boat—it's a de luxe 5½ ft. long boat that holds 2 children or 1 adult and 1 child. Made of rigid, unbreakable Polyethylene plastic. Includes plastic paddle. Holds 250 lbs. 34" beam, 12" bow depth, 10" stern. Blue color. Shpg wt. 10 lbs.

69 B 2800R ..... 14.95

**(G) LIFE PRESERVER VEST.** C. G. appr for class A, 1, 2 motorboats not for hire. Orange – foam filled. Float face up. Wt. 2 lbs.

69 B 2504M—For Adults. 2 lbs. 2.88

[redacted]

50-80 lbs. Shpg. wt. 1 lb. 6 oz. 2.66

69 B 2506M—For Children under 50 lbs. Shpg. wt. 1 lb.. 2.44

Shop The Easy Catalog Way!

# Motorize your boat!

**Increase boating fun, enjoy water sports with a West Bend "Commodore" motor**

# Commodore

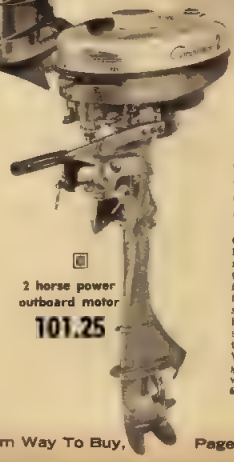
COMPARE OUR 50TH ANNIVERSARY DISCOUNT PRICES

**A dependable motor for every use—boating, fishing, sports**

A
10 horse power outboard motor
262.50

B
18 horse power outboard motor
300.00

NO MONEY DOWN
JUST OUR AMER CAN CREDIT SYSTEM




C
2 horse power outboard motor
101.25

D
7½ horse power

**Ideal outboard for your car-top boat!**

D **180⁰⁰**

- **Compact "all-in-one" control panel**
- **Low-level, gear-reduction starter**
- **Forward-neutral gearshift**
- **With full pivot steering**

**COMMODORE "7½".** Sturdy, dependable 7½ horsepower motor designed for car-top or rental boats. Compact design for easy car trunk hauling weighs only 47 pounds. Effortless starting with low-level, gear-reduction starter. Features forward-neutral gearshift and full-pivot steering. Three-position handle ("operating", vertical and rear) simplifies storing and carrying. Indestructible nylon bearings. Fiberglas engine cover. With 2½-gallon remote fuel tank. 90-day guarantee. Arctic White Oxford Gray. Shpg wt. 47 lbs.
69 B 7101F No money down! Price $180.00

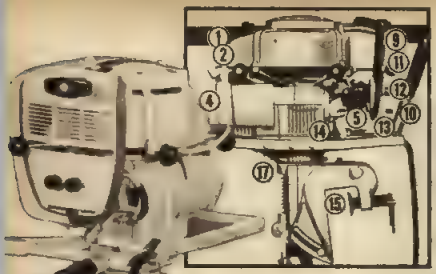
*All motors shipped promptly from factory in Wisconsin

**A] COMMODORE "10".** 10 hp fishing motor with de luxe motor features. Full gearshift—forward, neutral, reverse—on 3-position handle. Calibrated speed selector dial—twist handle for speed control. Low level rewind starter, quick-start ignition system, indestructible nylon bearings. Strong fiberglas engine cover. 4½-gallon remote fuel tank. 90-day guarantee. White/Gray. Shipping weight 59 lbs. FOB Wisconsin *
69 B 1102F . . . . . No money down! . . . . . Price $262.50

**B] COMMODORE "18".** 18 hp powerhouse will plane a runabout or pull a skier. Full gearshift—forward, neutral, reverse—on 3-position handle. Calibrated speed selector dial—twist handle for speed control. Adaptable for remote controls. Low-level rewind starter; quick start ignition system, nylon bearings. Fiberglas engine cover. 4½-gallon remote fuel tank. 90-day guarantee. White Gray. Shpg. wt. 84 lbs. FOB Wis.*
69 B 1103F . . . . . No money down! . . . . . Price $300.00

**C] AIR-COOLED COMMODORE "2".** Carry this 28-lb 2 hp motor in one hand! Full pivot steering; automatic low-level rewind starter. Operates perfectly in sandy, silty or near-freezing water. Tough nylon propeller won't chip, crack. Built-in 5-pint fuel tank. 90-day guarantee. White/Gray. Wt. 28 lbs. FOB Wis.*
69 B 1100F . . . No money down! Price $101.25

# Fishermen's Friends
# 3 Popular Small Motors




## De Luxe 5 HP Chief
## Light . . . Powerful!

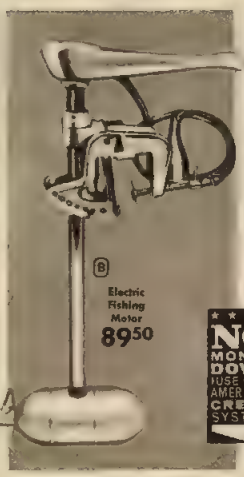
Ⓐ **THE CLINTON CHIEF OUTBOARD.** 25% more horsepower, 30% less weight. Ideal in fresh-salt water. 5 HP—weighs just 30 lbs Only 3 major moving parts cut upkeep. Steering arm folds away; handles front back

**Specifications.** 2½x1⅝ bore-stroke 5.76 cu. in. displacement. 14-31 gear ratio. 4½-7 propeller dia.-pitch. 3 gal. tank incl 800 rpm idle, 4200 rpm operating speed. Fuel: ½ pt. oil to 1 gal. gasoline.

**Features.** Air cooled—fins, turbine style fly wheel. Automatic recoil starter. Automotive snap-off hood. Tillotson carburetor, fuel pump. Swivels 360°—180° pivot reverse steering. 2-blade semi-weedless propeller Clin-Tone muffler Aircraft type throttle-choke controls. 2 adj. knobs for idle, high. 6 ft. Neoprene hose. High tension magneto ignition. Needle and ball bearing (engine); gear housing. Oilite bronze bearings. Forged crankshaft. 90 day guarantee. Shipping weight 35 lbs. FOB Michigan

69 B 0800F—No money down 104.44

Ⓐ **104.44**



Ⓑ **Electric Fishing Motor 89.50**

**Mighty Mite Motor 63.50** Ⓒ




Ⓑ **SILVERTONE MOTOR.** Light, quiet, steady—non-polluting Leaves both hands free for fishing. Works off battery of regular outboard motor—6 volt or 12 volt power from 125 to 850 revolutions per minute 3-speed switch Full reverse—360° directional steering. Operates 6 to 10 hours on one battery charging Adjustments for transom height, fixed steering Permanently lubricated, hermetically sealed motor. No money down on our American Credit system Shipping weight 28 lbs.

69 B 0301R—No money dn. 89.50

Ⓒ **NEPTUNE MIGHTY MITE.** It's a mighty fine motor. Powerful 1.7 horsepower. Small, easy to start. A popular fisherman because it's so lightweight, portable . . . goes almost anywhere. Easy to handle and use. Moistureproof magneto centrifugal pump Siphon cooling Under water exhaust. Semi weedless aluminum propeller Non-flooding carburetor 4000 rpm. 1 qt. gas tank. 33½" long, 6½" wide. 15" stern height. You can't go wrong with this motor Shipping weight 19 lbs

69 B 0501R—No money dn. 63.50

Ⓓ **10.95**

Ⓔ **SCOTTY 12.95**

Ⓕ **SEA HORSE 14.95**

Ⓓ **GOLDEN GALLEON.** A young sailor's dream come true! For lake or pool. 4' size—flat bottom Made of Grex (unbreakable Polyethylene plastic). Coppertone color. Stern window, molded seat, anchors, mast, cross bars. Black white sail 125 lb cap. 26" beam. 12" deep

69 B 2801R—Shpg. wt. 8 lbs. 10.95

Ⓔ **SCOTTY.** A popular kiddie boat for lake, pool—or use it as a wading pool in the backyard. Roomy 5' long size Catamaran type plastic hull—proved safety afloat Blue color. Includes plastic paddle to add to fun. 175 lb. capacity 33" wide, 8" deep Shipping weight 8 lbs

69 B 2802R . . . . . 12.95

Ⓕ **SEA HORSE.** Styled like a real row boat—it's a de luxe 5½ ft. long boat that holds 2 children or 1 adult and 1 child Made of rigid, unbreakable Polyetylene plastic Includes plastic paddle Holds 250 lbs. 34" beam, 12" bow depth, 10" stern. Blue color Shpg. wt. 10 lbs

69 B 2800R . . . . . 14.95

Ⓖ **LIFE PRESERVER VEST.** C. G. appr. for class A, 1, 2 motorboats not for hire Orange – foam filled Float face up. Wt. 2 lbs.

69 B 2504M—For Adults. 2 lbs. 2.88

69 B 2505M—For Children 50-90 lbs. Shpg. wt. 2 lb. 6 oz 2.66

69 B 2506M—For Children under 50 lbs. Shpg. wt. 1 lb. 2.44

**CONTINENTAL LEVEL-TRANSIT.** Designed to a new compact size for new utility . . . Engineered for amazing accuracy and ease of operation. The Continental No. 8040 Level-Transit weighs under 2 pounds and is only 6 inches high. The 8 power telescope is also 6 inches long and has objective lens micrometer focusing. Telescope may be plunged or elevated 45° and returns to a true level position by a double locking mechanism. Cantilever type base and telescope are constructed of high-strength aluminum alloy. Precision ground, optically flat leveling plate is chrome plated and has a permanent wick lubricating system. The vertical arc reads to degrees. The horizontal circle is divided and numbered every 10 degrees from 0° to 180° both ways and can be rotated for zero settings. Transparent vernier plate has graduations in single degrees. Four nickle-plated leveling screws level the instrument. The Continental No. 8040 is recommended for use with the special designed Continental Tripod No. 9035, which is also made of lightweight aluminum and folds to a compact 22 inches. All Continental instruments can be adapted to fit contractor-type tripods by simply removing base plate and using tripod head as a leveling base. This instrument can also be used without a tripod for many unusual applications where tripod use is inconvenient or impossible. By securing the instrument to a board (with a ¼" x 20 bolt) it can be used as a leveling plane for aligning masonry walls, beams and foundations. The board can also be clamped or secured to any solid object . . . wall studs, a ladder, cement blocks, batter boards, etc . . . placing the instrument exactly where desired, ready for use. Comes with plumb bob and full instructions. Optional leather carrying case is available.

**No. 13024F3713**—Continental Level-Transit . . . . . **Retail $84.50**
**No. 13025F4463**—Continental Level-Transit w/velvet-lined leather carrying case **Retail $59.50**
**No. 13026F5063**—Continental Level-Transit w/9035 Tripod . . . . . **Retail $87.50**
**No. 13027F5813** —Continental Level-Transit, leather case and 9035 Tripod **Retail $77.50**
**No. 13028F1463**—Continental Tripod. Extension leg type (extended 58", collapsed 22") shifting center—black anodized finish—"soft earth" cupped foot—collet type leg lock **Retail $18.50**
**No. 13029F1088**—Leather Carrying Case w/shoulder strap . . . . . **Retail $14.50**

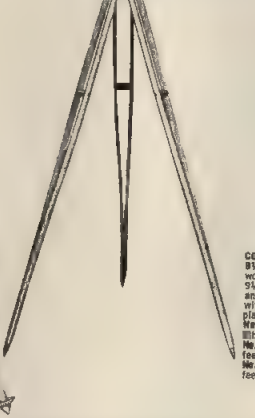
DAVID WHITE Instruments D W

**MERIDIAN CONSTRUCTION LEVEL-TRANSIT.** Here's versatility that will pay dividends in time and labor savings day after day. The complete instrument for leveling and plumbing from the same set up! The 8060 level-transit features aluminum alloy construction combining strength and light weight in sturdy standard and base. There's an aluminum horizontal circle for easier reading. Rack and gear internal focusing with either hand, built-in sunshade, positive level lock bar, unmatched David White 18 power optical system are added features for greater precision, easier handling, longer service. The 8060 level-transit comes with a light weight, shock resistant fiberglass carrying case which is practically indestructible. A plumb bob and complete instruction book are also included.

**No. 13030F8263**—Construction level-transit . . . . . **Retail $83.50**
**No. 13031F7463**—Construction level-transit and 9022 wide-frame tripod . . . . . **$99.50**
**No. 13032F8400** —Construction level-transit, 9022 wide-frame tripod and 7874 rod and target. . . . . **$112.00**

**CONTINENTAL 9035 EXTENSION LEG TRIPOD.** The first all new instrument tripod in years. Made of lightweight high strength anodized aluminum. Legs fold to 22 inches . . . extend to 58 inches, and lock into position with easy to operate collett type leg lock. "Soft-earth" cupped feet insure firm support on any surface. Built for normal use with the convenience of lightweight portability. Weighs 2½ pounds.

**No. 13028F1463**—Continental Extension Leg Tripod . . . . . **$18.50**



**WIDE-FRAME CONSTRUCTION TRIPOD.** This heavy-duty, split-leg tripod is made of the finest, straight-grained white ash, and provides sure, solid support for your instrument. The top plate is precision die-cast, so the leveling screws of the instrument act easily on its flat, even surface. Fastenings are of nickel plate and aluminum to prevent rusting. Steel shoes on leg ends provide firm footing on all types of surfaces. This wide frame tripod is standard accessory with the 8060 Construction Level-Transit.

**No. 13037F1496**—Construction Tripod . . . . . **$19.95**

**CONSTRUCTION ROD & TARGET—TWO SECTION, SLIDING TYPE—8½ FEET.** Two section, sliding rod made of selected magnolia wood, highly polished with a natural finish. The rod extends to 8½ feet and has large army to read graduations in feet, inches and eighths. Foot numbers are in red, inches in black. Comes with a 5-inch red and white metal target. Rod has metal foot plate.

**No. 13033F994**—Construction Rod & Target—8½ feet (inches and eighths) . . . . . **Retail $13.25**
**No. 13034F1519**—Construction Rod & Target—three section—14 feet (inches and 8ths) **Retail $20.25**
**No. 13035F1519**—Engineer's Rod & Target—three section—14 feet (10ths and 100ths) . . . . . **$21.95**

**These instruments carry an unqualified one-year guarantee against defects in materials and workmanship.**

three new Beauties from
Coronet
from top to bottom . . .
Viking 18 with Volvo 80
Seafarer 27 with twin Volvos
Explorer 22 with Volvo 100
plus 18 Sedans and Runabouts
Built in Denmark to the highest standard of Danish craftsmanship, Coronets are preferred in 43 countries around the world and offer many exclusive luxury features at surprisingly low cost. Color catalog on request.
CORONET BOAT COMPANY, INC. 2223 EASTERN AVENUE, CINCINNATI 2, OHIO

broad sea but in tight quarters.

From whom should she learn? From anyone who is qualified and patient. Her husband? Why not?

But husbands, various persons declare unfairly, make absolutely *The Worst Boating Teachers* of their own wives.

Nonsense. Look at it this way. In most cases, those men who instruct the USPS, Coast Guard Auxiliary and other public or private club training courses are husbands, every man-jack of them. Suddenly, just because the lady in the fourth row, sixth seat happens to be The Little Woman, suddenly is this man, a husband, adjudged incapable of teaching *her* what he so ably teaches everybody else?

The mere fact of being a husband does not divest a man of patience, knowledge, explanation and demonstration skill that characterizes good teaching. In fact, since every Skipper devises procedure aboard his craft and is constantly modifying it to assure those aboard the most pleasant, safe passage possible, who is better qualified to train a mate in the way their ship should be handled than the Skipper himself?

If he is, however, a sarcastic, belittling autocrat using his instruction opportunity to caress his ego with the tongue-lashing that whips hers raw, his Mate should seek impersonal instruction, if she still has the heart for it.

As for this impersonal training, I wish every Skipper would obligate himself to take a hard, cold look at whatever training programs, if any, his club offers women.

A strange circumstance exists in many clubs.

Junior members, boy and girl, are offered power and sail training programs specially adapted to and paced for their needs. Upon passage into senior membership, however, the boys continue into all-male courses but a girl, suddenly become "woman," finds training courses for her conspicuously absent from the activity list.

She becomes in effect and actuality a second-class member relegated to ladies luncheons, decorating committees, junior chaperone, ticket-seller and fund-raiser de luxe.

Happily, most women delight in these social activities. But many can manage both social and seaman duties. As for the girl-turned-woman who wants to continue seamanship training, her situation involves discrimination (or thoughtlessness) of the worst sort because her club has offered her an open door to increased skill only to close it just as she is ready to step through.

Any private club which cannot (for whatever reason) train its women members in seamanship can deep-six this discrimination by gallantly organizing the ladies into group attendance of Coast Guard, Power Squadron, etc., classes.

In summary, any Skipper faced with selling boating to his Mate should strive to enlist her enthusiasm, sharpen her desire to be part of the activity and keep her in the midst of all boating action from shopping to purchase to maintenance to planning to fun.

He can figure he's won his case when he notes that "the boat" and "the galley" becomes "our boat" and "my galley." On the day he overhears her discussing "my boat" he can pretty well lean back comfortably in the knowledge that he will probably die with a deck under his feet and his hand on a wheel.

The following quiz might be labeled a "Boating Compatibility Quiz" if it were not for the fact that the questions asked merely indicate surface frictions which in themselves are not serious problems. (See Over)

## CORY STAINLESS STEEL AUTOMATIC BREWER

- Glass Filter Rod
- 4-8 Cup Capacity

**2493E2517 — Automatic Brewer.** The Cory Stainless Steel Vacuum Automatic Brewer . . . automatically brews perfect coffee the popular vacuum way . . . keeps it piping hot. Simple, easy to use—no switches or buttons. Just put water in bottom bowl and coffee in top bowl and plug it in. Polished stainless steel bowls, famous Cory glass filter rod. Four to eight cup capacity. AC only. 115-volts. UL approved. Ship. wt. 5½ lbs. **Retail $39.95**

## CORY ALL GLASS COFFEE BREWER

- No Rubber Bushing
- Glass Filter Rod

World famous Cory glass coffee brewer—the only all-glass coffee brewer. New Cory vacuum seal—no rubber bushing to stick or wear out. Sparkling heat-resistant, taste-proof Cory glass, glass filter rod, hinged decanter cover, safety stand, coffee measure.

| | Retail |
|---|---|
| 8160H387—(2-4 cup) | $5.95 |
| 8161H423—(4-8 cup) | 6.50 |
| 8162H517—(8-12 cup) | 7.95 |

Beautiful Chrome-Plated finish. Four-piece matched set.

Automatically keeps coffee at content serving temperature.

**4244E2375—4-Pc. Urn Set.** Beautifully styled chrome plated 4-piece electric automatic urn set with etched Floral pattern. Complete with matching sugar bowl and cover, creamer and designed tray. The heat is automatically controlled, turns itself down when coffee is brewed and keeps it at serving temperature. Pilot light glows when coffee is ready to serve. Drip-proof spout, UL approved cord set. AC only. Capacity 16 cups. Height of urn, 14½", sugar bowl 4¾"; creamer 3¾", tray 18¼"x12" Ship wt. 9 lbs.

Suggested Retail **$39.75**

## UNIVERSAL Coffeematics

**(A) 388E2097 — "Flair-Flo" Coffeematic.** Makes 5-12 cups of coffee. Slide dial for choice of flavors. Turns off automatically, light signals "Ready." Automatic warmer unit keeps coffee hot. Resistant treated interior. AC only. 600-50 watts. Ship. wt. 6 lbs
388/3E2022—Three or more. **$29.95**

**(B) 393E1397—"Coffiesta" Coffeematic.** Makes 4-10 cups of coffee. Dial sets for Mild-Medium or Strong. Turns off automatically . . . keeps coffee warm. Long-lasting chrome over solid copper with a resistain finish on interior. AC only. 600-50 watts. Ship. wt. 4¾ lbs
393/3E1347—Three or more. **$19.95**

**(C) 389E1747—"Candle Glow" Coffeematic.** A 4-10 cup coffeemaker with a new modified spout for easy cleaning. Choice of Mild-Medium or Strong setting. Redi-lite lights when coffee is ready. Keeps coffee hot until served. Chrome exterior with resistain finish on interior. AC only. 600-50 watts. Ship. wt. 3⅝ lbs.
389/3E1684—Three or more. **$24.95**

**(D) 392E2097—"Happy Home" Coffeematic.** A 4-10 cup coffeemaker in chrome over solid copper. Redi-lite signals "Coffee's done." Keep-warm unit maintains serving temperature. Resistain treated interior. AC only. 600-50 watts. Ship wt. 4⅝ lbs.
392/3E2022—Three or more. **$29.95**

## CORY AUTOMATIC PERCOLATORS

**Retail $24.95**

**(E) 485E1572—"Patrician" Percolator.** Modern lines, accentuated by a gleaming chrome body and jet black handle and base, makes the Patrician look good on any table. 4-to-12 cup capacity. Flavor-selector for your favorite strength brew. Ready-lite tells when to serve . . . thermostat automatically keeps coffee hot. Cup markings on body and perk basket. AC only. 600 watts, UL approved. Ship. wt. 5 lbs

**Retail $50.00**

**(F) 2862E3150—"Crown Jewel" Percolator.** Truly the gift supreme! A beautiful, stainless steel body and the handsome Continental design includes a 24 Karat Gold plated base, a smart raffia type handle and drip-proof spout. Completely automatic. 4 to 9 cup capacity. AC only. 115 volts. UL approved. Ship. wt. 5½ lbs.

**Retail $39.95**

**(G) 372E2517—"Buffet Queen" Perk.** Perks from 10 to 40 cups of coffee automatically. You choose the coffee strength you like—mild, medium or strong on the flavor selector. Ready-lite goes on when the coffee is perked to your taste. Swivel faucet and cup markings 17½" high. AC only. UL approved. Ship. wt. 4 lbs.

**Retail $29.95**

**(H) 486E1887—"Royal Buffet" Perk.** Handy 6 to 20 cup capacity is ideal for all meals and entertaining. Flavor-selector lets you choose between mild, medium or strong. Ready-lite goes on when the coffee is ready to serve. Hi-luster chrome and goldtone styling brightens your table. Doubles as a hot or cold beverage server when you remove the basket assembly. Cup markings are on both the basket and inside of the body. 115 volts, 60 cycles, AC only. UL approved. Ship. wt. 5½ lbs.

## Famous Names in Coffee Makers

### TOASTMASTER

**(J) 414E2006—Coffeemaker.** Completely automatic, this stainless steel coffeemaker has a flavor selector, signal light and cup markings. Big 4-12 cup capacity. Flavor-dome, pump, pump well, tube and no-drip pouring spout, also made of stainless steel. 110-120 volts, AC only. Ship wt. 4½ lbs
414/3E1887—Three or more. **$27.95**

### PYREX

**(K) 3935E1746—Glass Electric Percolator.** Makes delicious coffee automatically. There is no substitute for glass . . . because you know when glass is clean . . . and glass is easy to clean. Automatically brews and maintains drinking temperature. Adjustable flavor control. Capacity 2 to 9 cups. Heat proof Pyrex type glass. Available in Black or Ivory. Specify color. AC only. Ship. wt. 5 lbs.
3935/6E1647—Six or more. **$24.95**

### Presto

**(L) 323E1440—Stainless Steel Coffeemaker.** This automatic coffeemaker washes completely submerged. No controls to set. Brews to the one right flavor and strength the first time and every time without boiling. Pilot light signals when coffee is ready to serve, automatically holds perfect serving temperature. 2 to 9 cup capacity. 115 volts, 500 watts, AC only. UL approved. Ship. wt. 3 lbs. 10 oz.

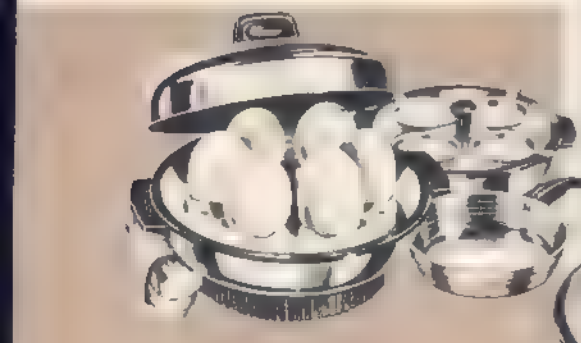
**Retail $24.95**

### DORMEYER

**(M) 374E1487—Coffee Well.** Brews to any strength you prefer, mild, medium or strong. Signals when coffee is ready, then automatically holds it at proper serving temperature. Brew switch permits re-heating without repercolating. Bru-Vue gauge feature in handle tells you, at a glance, the exact number of cups left, without having to look inside. 10 cup capacity. Styled in shimmering Silver-Smith aluminum. 660 watts. 110-120 volts. AC only. UL approved. Ship. wt. 4 lbs.
374/3E1385—Three or more. **$20.95**

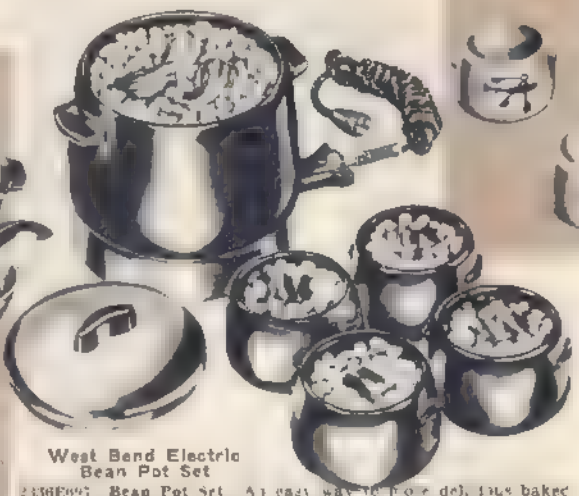
# NATIONALLY ADVERTISED ELECTRICAL APPLIANCES

## Handy "Convenience" Items for the Modern Kitchen, Porch or Patio



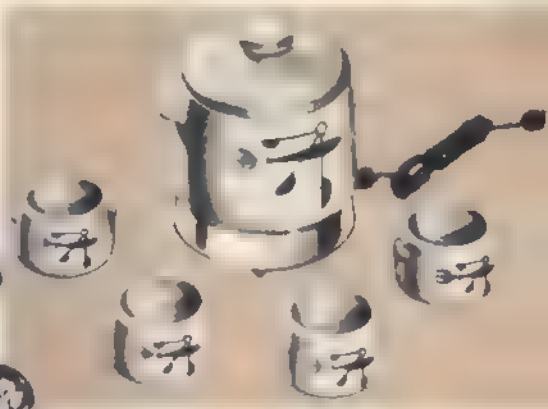
**Hankscraft Egg Cooker**

3364E842 Egg cooker with poaching tray, scrambling pan and egg rack. Boils 6 eggs to order, just pour in exact amount of water as [illegible] Complete [illegible] To Boil Eggs. Poaches 4 eggs [illegible] Individual Pot Cut Eggs. Scrambles 4 eggs as desired. Use [illegible] as dating dish. Or [illegible] scorch or burn. AC. UL approved. Ship. wt. 3½ lbs. Retail $12.95



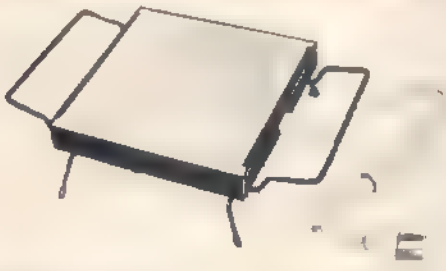
**West Bend Electric Bean Pot Set**

2368E695 Bean Pot Set. An easy way to prepare delicious baked beans. The 2-quart capacity ceramic pot is especially styled to prepare the best of baked beans, sizzling with goodness and flavor with tempting home made flavor. Convenient for varied [illegible] meats, stews, soups and dried fruit. Perfect for keeping food warm. The best in cooking, the best in cleaning ease. Glazed ceramic pot is separate from 95-watt heating unit—can be completely immersed in water 8" high 7" wide. Four individual servers gracefully fashioned in matching ceramic. Stove has chromium-plated steel top, nickel-plated steel bottom, and plastic feet which will not mar table top finish. Complete with cord. For AC or DC.
2368E684—Three or more. Retail $9.95



**West Bend Buffet Patio Serving Set**

321E735—Patio Server Set. Stoneware 2-qt. pot is 8" high and 7¾" wide. 4 matching [illegible] servers. Perfect for [illegible] and hearty meals, stews, soups or dried fruit. Easy cleaning, completely immersible in water. Chromium base contains 95 watt AC-DC element. Plastic feet. Complete with cord.
321E700—Three or more. Retail $10.50



429E240 Exclusively new beauty of tile. Can burn you or your food, yet has edge-to-edge heat with no hot spots. Maintains constant 150 degree heat but uses only 80 watts of power. Has the safety factor of constant locked-in heat. Keeps food evenly hot. Trivet is service free and fully guaranteed. Cord set included. Size 6"x6". UL approved. Ship. wt. 6¼ lbs. Retail $3.98

**Cory 2-Heat Electric Stove**

2372E690—A handy table stove for brewing coffee and keeping coffee or food hot. Chrome finish with hi-low switch. High heat (700 W) warming (480 W). For all range-model brewers. Cord included. AC-DC, 115 volts. UL approved. Ship. wt. 2¾ lbs. Retail $10.95

**Cory Galaxy Server-Warmer Trio**

430E1497—The smart, easy way to serve hot beverages, foods and cold buffet dishes. Handsome [illegible] oz. carafe with gold [illegible] decanter liner. Carafe plus sugar and cream set are decorated with Gold [illegible]. Solid Walnut tray has Gold metal feet plus detachable White cord for hot tile. 9" high x 15" wide x [illegible]". 115 volts AC. Ship. wt. 5⅛ lbs. Retail $24.95

★ **NOTICE—ALL** prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

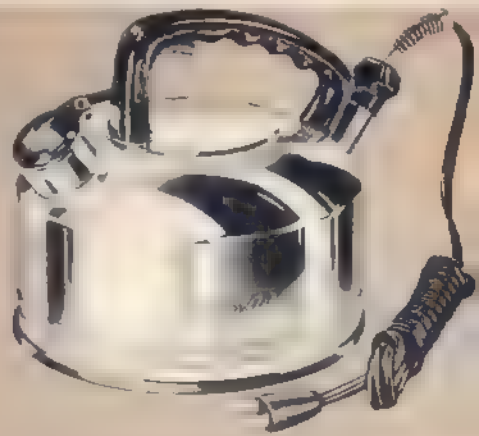
**Everedy "Ovenola"**

2188H483—Can be used on gas or electric ranges, hotplates, oil and camp stoves. Bakes and roasts a wide variety of dishes. Made of long-lasting steel and finished in sparkling chrome. Large and roomy—accommodates baking dishes up to 9¼" diameter. Retail $7.25

**Stainless Steel Trig Singing Tea Kettle By West Bend**

2062H347 Trigger operated spout cap to fill or pour. Hot water quickly for tea, instant or drip coffee. Copper bottom—2½ quart capacity. Whistles when water is boiling. Retail $4.95

2869H347 Same as above with Copper anodized aluminum body. Retail $4.95



**Electric Tea Kettle by West Bend**

3048E907 2½-qt. capacity. Provides hot water quickly for drip or instant coffee, tea or cocoa. Whistles when water boils. Black plastic handle. Trigger operates spout cap. Stainless Steel with solid Copper bottom. 1000 watts 110-120 V. AC-DC. Retail $12.95

### NEW 98¢ BIKE SPEEDOMETER FROM NOVELTY MFG. COMPANY

A new 98¢ Air Speedometer, with which a youngster can measure the wind speed produced while riding his bike, is now being offered by Novelty Mfg. Company, Inc., 63 Dickerson Street, Newark 3, N J.

S H Burger president of Novelty, says

that while the Speedometer gives surprisingly accurate readings, it is primarily a "decorative accessory designed to provide much play value." The all-plastic item measures 5" high and fits on bicycles and tricycles of all sizes

The Speedometer is attached by first wrapping its strap around the handlebar of the bike or trike and then pressing the square nut into the square depression in the back of the strap. The machine screw is then inserted through the hole in the front of the strap and pushed through until the nut is engaged Then the screw is tightened with a screwdriver until the strap is tight on the handlebar.

Available in red and ivory, the Speedometer is carded and bagged with an attractive header for rack or counter display.

### TOY CREDIT MEN START SOUTHERN REGIONAL GROUP

Formation of the Southern Regional Credit Chapter of Toy Manufacturers of the U.S.A., Inc., has been announced by Myron A. Menchel, executive vice-president of Amsco Industries, Inc., and chairman of the association's Credit and Collection Committee. His announcement followed the organization meeting held on October 1, at the Holiday Inn, in Memphis

Chairman of the new credit chapter is J. E. Dale, of Universal Mfg. Company, Bossier City Louisiana.

Eleven representatives from nine toy manufacturing firms attended the meeting. They agreed to meet once a month, with the next meeting scheduled for Thursday, October 24, in Atlanta. Subsequent meetings will be held in other cities throughout the South.

Besides organizing the group as a credit chapter of the toy manufacturers' association, those in attendance in Memphis exchanged credit experience on mutual accounts Leading the discussion during the credit exchange was Edward J. Rivoir, administrator of credit and collection for the association.

# Authentic Model Version of '64 Buick Riviera New from Cox

A Gas Power Racer, an officially authorized (GM), highly detailed scale model of the '64 Buick Riviera, is a new offering in the extensive line produced by the L. M. Cox Mfg Company, P O Box 476, Santa Ana, Calif

The car reportedly takes off from a standing start and is equipped for all three forms of model auto racing, straight-away competition timed dragstrip and circular track

In big 1/20-scale, Gas Power Racer comes with full exterior and interior realism including a bucket seat and dashboard detail Other features include a ready-to-run chassis with an instant snap-on, one piece body; full chrome accessories such as hub caps, bumpers, fittings and so forth, a sturdy steel X-frame and dual rear wheel drive

Supplied in either maroon or cream plastic (with contrasting interiors), the car may be painted, striped and customized to suit the modeler

# Complete Space Control Command Set Brought Out by Multiple

Multiple Products Corporation has brought out a new toy set that reportedly consists of all the individual pieces needed to establish a complete space control command.

Called U S. Air Force Space Control Command (#3500), the item includes a metal control-center building with a radar station, mobile rocket firing skysweeper, multi-rocket launchers, an armored rocket carrier and a missile-firing commander vehicle Completing the set are such realistic pieces as two flying helicopters, an automatic helicopter launching station, orbital missiles and launching gantries, a command jeep and many astronauts, missile men, weapons and equipment.

More information on the item is available from Sid Lang at Multiple Products, 1260 Zerega Averne, Bronx 62, N. Y

### BACK IN DECEMBER 1925

A Dolly's Overnight Case which looked "just like mother's" consisted of eight toilet articles, had plenty of room for the doll's trousseau, and came in attractive imitation grain leather.

# Crisloid Division Introduces New Traveler's Companion Game Set

Cribbage, Jack Pot, Royal Flush Poker and Casino Craps are all games that can be played with a new Traveler's Companion set recently introduced by Feature Games, a division of Crisloid Plastics, Inc., 35 Porter Street, Providence, R. I.

Each set includes storage for cards, 100 chips, five poker dice, three jackpot dice, one pair of regular dice, six pegs and game instructions. Suitable for the entire family, the set features a modern slim-line design and comes in a colorful display box.

### MATTEL, KELLOGG IN JOINT BARBIE FAN CLUB PROMOTION

In mid-October, the Barbie Fan Club began getting what is described as its "greatest national exposure" with the kick-off of a joint promotion by Mattel, Inc., Hawthorne, Calif., and the Kellogg Company.

An offer of a free Barbie Magazine, a

free autographed, four-color picture of Barbie suitable for framing, and a free membership application for the Barbie Fan Club in exchange for the box top is now appearing on the back panel of 30 million or more boxes of Kellogg's Corn Flakes in markets throughout the nation. The special promotional packages of Kellogg's Corn Flakes, in all three family sizes were put on dealers' shelves after October 15.

In addition to the free magazine and Barbie Fan Club offer, each package's back panel offers a Mattel book of games and puzzles in exchange for a Corn Flakes box top and 30¢. Also featured is a presentation of Vac-U-Form, Mattel's new make-and-play vacuum molding toy. A reference to the Barbie Magazine offer is also appearing on the front panel of each package. The magazine includes 20 colorful pages of fiction, picture stories, special features, things to do and news about the fast-growing Barbie Fan Club, which was organized by Mattel this summer.

Kellogg's is promoting the Barbie Fan Club package offer on television with 60-second spots on the top-rated "Beverly Hillbillies" show and on such Kellogg sponsored children's shows as "Yogi Bear," "Huckleberry Hound" and "Quick Draw McGraw."

Free promotional material, including four-color shelf talkers and three sizes of ad mats, are currently available to retailers of Kellogg's cereals.

### SCHAPER ANNOUNCES APPOINTMENT OF LUND AS SALES COORDINATOR

W. H. Schaper, president of Schaper Mfg. Company, Inc., has announced the appointment of Jack Lund as sales coordinator for the Minneapolis-based firm. Prior to his appointment, Mr. Lund served as Schaper sales representative for the Southeast, with headquarters in Atlanta. The new position was established, according to Mr. Schaper, as a result of the increased sales acceptance generated by the new "Bette Schaper" marketing and merchandising program launched early in 1963.

Mel Sulon and Associates have been named Southeastern representatives for the sales territory formerly covered by Mr. Lund.

Mr. Schaper has also announced the appointment of H. G. Wathen and Company, New York City, as export agent handling all Schaper game sales outside of the continental limits of the United States, with the exception of Canada.

### HENRY SCHILLER

Henry ("Hank") Schiller, a well-known figure in the toy industry for about 37 years, died recently at the age of 61. Though employed with the sales representation firm of Luttinger & Weil since 1959, Mr. Schiller's chief toy experience

'Hank' Schiller

was gained as a buyer, with Loeser's in Brooklyn, N. Y., from about 1926 to 1946, and with Stewart's in Baltimore for about 11 years. In the several years prior to his association with Luttinger & Weil, Mr. Schiller served as toy buyer in the Cavendish Trading Corporation resident office in New York City.

Profiled in PLAYTHINGS in July 1959, Mr. Schiller told this magazine's interviewer about the numerous successful store promotions conducted under his leadership, but he was perhaps most proud of his accomplishments in the Boy Scout program. At that time he had spent some 40 years as a Scoutmaster and was regularly devoting three nights a week and weekends to working with youngsters.

### EGG MAN, BLOCKS IN SIFO'S HAPPY HUMPTY DUMPTY TOY

A new toy that enables kids to have nursery rhyme fun by knocking Humpty Dumpty off a wall and putting him back together again—has been introduced by the Sifo Toy Company, 353 Rosabel Street, St. Paul, Minn.

Called Happy Humpty Dumpty, the $4 item comes complete with a four-part egg man and 18 brightly colored blocks that may be assembled into a wall. One blow of the wooden hammer that is provided, and down goes Humpty. The game can be played over and over again, as the child reassembles both Humpty and the wall.

The 3" blocks may also be used to build castles, forts and bridges, offering the child training in coordination. All paints used are non-toxic and lead-free, the manufacturer reports.

*for complete coverage*
*and fast turnover*
*in Paint-by-Numbers*

"1-2-3" SERIES • NEW ARTIST SERIES • PANN "500" SERIES • CRAFT MASTER ARRANGEMENTS SERIES • SUPER CRAFT MASTER SERIES • MASTERPIECE SERIES • LAST SUPPER • MOSETTE CRUSHED MARBLE MOSAICS • MOSETTE BOUTIF SERIES • RAK-PAK SERIES • NYLON NET SERIES • LEISURE-TIME SERIES • SPRAY OVERGLAZE • CRAFT MASTER QUALITY FRAMES

# Craft Master®

*The Art of Creative Relaxation*

**NUMBERED OIL PAINTING SETS**

PALMER-PANN CORPORATION
TOLEDO, OHIO WINDSOR, ONTARIO

# What Do You Know About Our Planet?

"Look Ma, Alaska Is Larger Than Texas"

**Did you know that —** The earth travels through space at a speed of 64,800 miles per hour? As it travels it also spins? The spin at the equator being 1036 miles per hour? That the greatest depth in the ocean is greater than the height of the highest mountain? That a ray of light from the sun travels 186,000 miles per second? That that same ray of light reaches us in 8 minutes? That it takes 40 years for a ray of light to reach us from the Polar Star? That the Moon is a satellite of the earth at a mean distance of 239,000 miles? That man made satellites must be shot into space at not less than 18,000 or more than 25,000 miles per hour? *All this and much more fascinating reading in our illustrated 64 page book given free with every globe featured below.*

**CRAM *Quality* GLOBES** are edited to Schoolroom Standards and made by an organization publishing for Schools, Colleges and Universities for 92 years. They are right up to date, printed in ten harmonious contrasting colors and beautifully decorative as well as informative. The whole world at your finger tips! It would be hard to find any one object for the home as useful and at the same time so decorative and enduring. An educational gift. Children learn by seeing. A Cram Quality Globe will help them in their home-work and be a permanent source of pleasure and knowledge for the family.

**"Marco Polo" 12" Globe.** Precision, up-to-the-minute World map in brilliant decorator colors on a 12" sphere. Unbreakable, non-tarnishing, streamlined brass-finished semi-meridian. Handsomely finished metal base. Instructional Globe facts booklet included. Ideal for home, office, studio, school, den or atop the TV. Height overall: 17½". Shipping wt. 5½ lbs.
No. 14626F600 ..... Retail $8.95

**"Dolphin" Globe Illuminated.** The statuary bronzed metal Dolphin semi-meridian on walnut base, make this piece the pride of the sculptor's art. Large glass-blown 10½" ball. Hand-mounted up-to-the-minute map in antique coloring. Oceans in rich, saddle-tan color. Solid walnut base in finely grained, hand-rubbed walnut finish illuminated. Complete with fascinating and educational Globe Manual, light bulb, cord and plug. Ideal for home, office, studio, den, school, or atop the TV. Height: 15". Shipping wt. 12 lbs.
No. 14627F2100 ..... Retail $34.95

**12" Visual Relief Globe.** Shows land elevations and water depths from over 5,000 feet to a depth of less than 20,000 feet under water level, through various colors and tones, as well as actual figure markings. Country and state boundaries clearly marked. Includes instructional manual. Height overall: 17½" Shipping wt. 5½ lbs.
No. 14628F600 ..... Retail $8.95

**10½" "Shatter-Proof" Illuminated Pull-Down World Globe.** A decorator-conversation piece as a pull-down Light or educational world globe. Moves up or down, right or left, at the touch of a finger. Up-to-the-minute map work even including the seventeen new African countries. A 10½" "Shatter-Proof" sphere on gleaming brass plated mountings. Complete, ready for hanging. 64-page "Outer Space and World Globe Handbook" included. Shipping wt. 7½ lbs.
No. 14629F1440 ..... Retail $23.85

**"The Studio" 12" Illuminated Globe.** Hand mounted map on 12" illuminated, shatter-proof ball. Hand-rubbed, solid walnut cradle table. Bronzed plated full movable meridian. Time dial; major air routes; ocean currents and anelemma. Complete with explanatory book, light bulb, cord and plug. 15x15x14" overall. Shipping wt. 14 lbs.
No. 14630F2700 ..... Retail $44.85

**"The Librarian".** Same as above, but with 10½" ball and mounting. 13¼x13½x12½" overall. Shipping wt 8 lbs.
No. 14631F2490 ..... Retail $30.85

**"President" Globe Illuminated.** Finely rubbed solid walnut floor cradle stand. Full 12" illuminated glass blown ball. Hand mounted up-to-the-minute precision map in easy-read contrasting colors. Bronze plated metal, full-movable meridian. Fascinating and educational Globe Manual included. Suitable for the living room, den, studio, office or school room. Complete with light bulb, cord and plug. Height overall: 33", width: 18½". Shipping wt. 21 lbs.
No. 14632F5100 ..... Retail $84.85

## CROQUET SETS

AMERICAN MAID South Bend 23 Ind
AMERICAN TOY & FURNITURE CO 6130 N Clark St Chicago 26 Ill
Carey Handle & Lumber Co Carey Ohio
Fritzel Toys Corp 6 Park St Randolph Vt
GARTON TOY CO P O Box 59 Sheboygan Wis
General Sportcraft Co Ltd 33 Newbridge Rd Bergenfield N J
Gotham Inds Inc 544 N Orleans St Chicago 19 Ill
Harett-Gilmer Inc 34-11 Far Rockaway Blvd Far Rockaway L I N Y
HASSENFELD BROS INC 1033 Broad St Central Falls R I
Indiana Handle Co Box 300 Paoli Ind
King Mfg Co 416 N 3 St Philadelphia Pa
Lido Corp 1340 Viele Ave Bronx N Y
Pet Toy of N H Water St Claremont N H
Pressman Toy Corp 1107 Broadway New York 10 N Y
Rademaker H & Son 1501 College Av S E Grand Rapids Mich
Randall Wood Prods Co Northfield Falls Vt
Renzi A J Plastic Co 180 Pond St Leominster Mass
Sheldon Mfg Co Malvern Ark
SKOWHEGAN CROQUET North Anson Me
SOUTH BEND TOY CO 1012 High St South Bend 23 Ind
Trio Sporting Goods Mfg Co 1621-1629 W Carroll Chicago 12 Ill
Withington West Minot Me

## CUTLERY

Acme Shear Co 100 Hicks St Bridgeport 8 Conn
Aluminum Specialty Co 17 & Wollmer Sts Manitowoc Wis
Banner Plastics Corp 80 Beckwith Av Paterson 3 N J
Del-Rey Plastics Corp 200-5 Av New York 10 N Y
Educational Prods Co (Land of Make Believe) Hope N J
Gotham Inds Inc 544 N Orleans St Chicago 19 Ill
Irwin Corp 200 5 Av New York 10 N Y
Mirro Aluminum Co 1512 Washington St Manitowoc Wis
PAYTON PRODS INC 200-5 Av New York 10 N Y
Plagwitz Enterprises Inc 398 Bridlewood Cir Decatur Ga

## CUTOUTS, BOOKS, PAPER DOLLS, ETC.

AERO PRODS St Charles Ill
BRADLEY MILTON CO 74 Park St Springfield Mass

Nationally advertised —naturally preferred!
SKOWHEGAN PLAYDAY
CROQUET
The classic game of croquet—as mastercrafted by Skowhegan—continues to grow in popularity at a fantastic rate. One reason is Skowhegan's peerless quality—the world's standard for over half a century. Another is Skowhegan's forceful program of NATIONAL ADVERTISING. You get the best of both with Skowhegan Croquet. All you need to start with is our complete 1963 catalog. Write for it today.
SERVING YOU QUICKLY AND EFFICIENTLY FROM 3 STRATEGICALLY LOCATED WAREHOUSES:
East Coast....NORTH ANSON, MAINE
Mid West.....WARSAW, INDIANA
West Coast...POMONA, CALIFORNIA
SKOWHEGAN CROQUET,
North Anson, Maine

NON TOXIC

# SARGENT WASH OFF CRAYONS

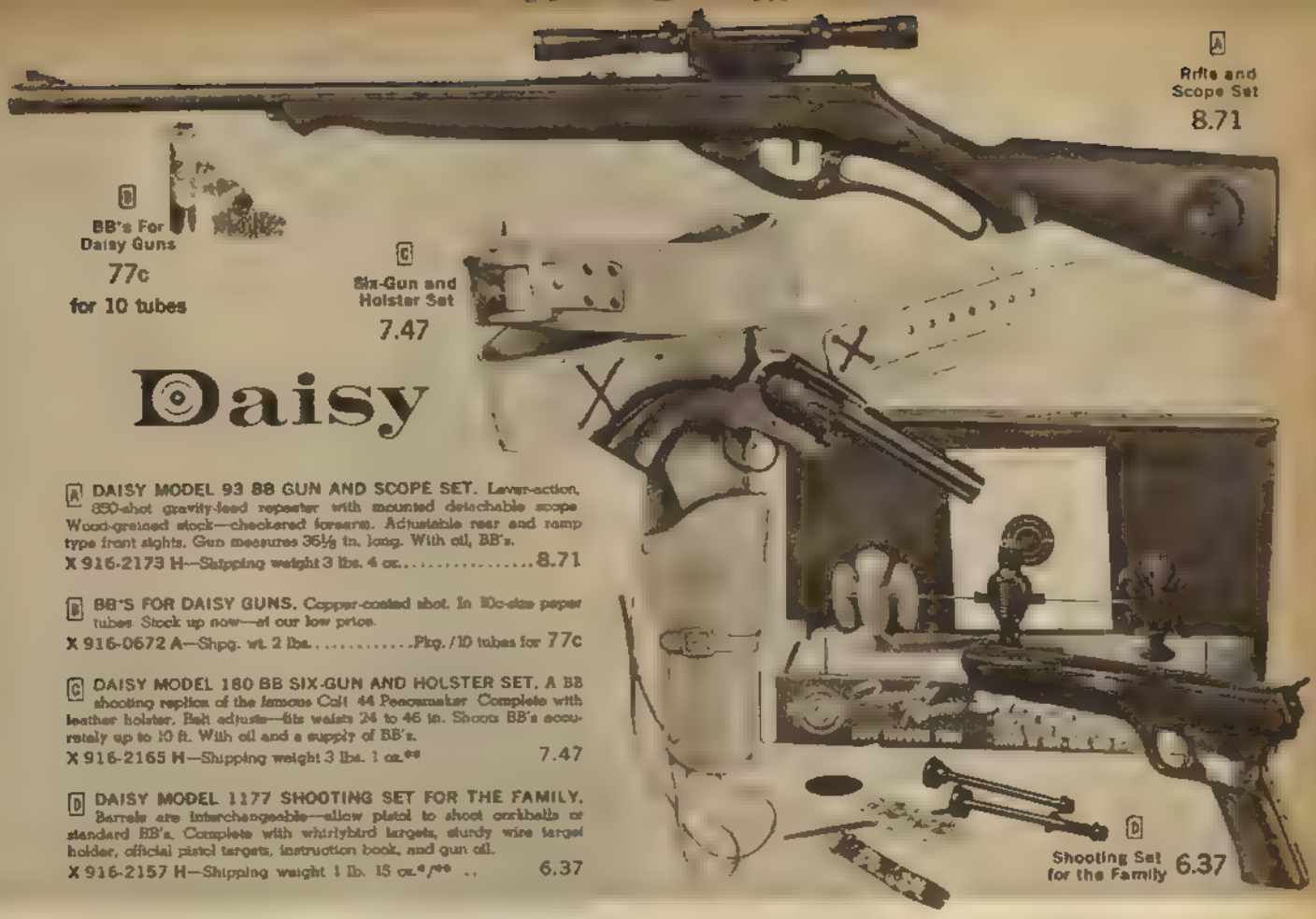
**FIRST** COMPLETELY
**NEW** CRAYONS
IN OVER 50 YEARS!

**NOW in 5,000,000 homes!**

A full line—10¢ to $2.00—
packaged in sales-clinching
four-color boxes.

**Nationally Promoted via Television, Newspapers, Point of Sale, etc.**

SARGENT ART MATERIALS, INC. 200 5th Ave., New York 10, N.Y. • CH 2-7250 (212)
Successor to Art Crayon Co., Inc. ■ American Artist's Color Works, Inc.
Laboratories & Plant: Sargent Manufacturing Corp. • Hazleton, Pa.




# Daisy

**A DAISY MODEL 93 BB GUN AND SCOPE SET.** Lever-action, 650-shot gravity-feed repeater with mounted detachable scope. Wood-grained stock—checkered forearm. Adjustable rear and ramp type front sights. Gun measures 36½ in. long. With oil, BB's.
X 916-2173 H—Shipping weight 3 lbs. 4 oz. ..... 8.71

**B BB'S FOR DAISY GUNS.** Copper-coated shot. In 10c-size paper tubes. Stock up now—at our low price.
X 916-0672 A—Shpg. wt. 2 lbs. ..... Pkg./10 tubes for 77c

**C DAISY MODEL 180 BB SIX-GUN AND HOLSTER SET.** A BB shooting replica of the famous Colt 44 Peacemaker. Complete with leather holster. Belt adjusts—fits waists 24 to 46 in. Shoots BB's accurately up to 10 ft. With oil and a supply of BB's.
X 916-2165 H—Shipping weight 3 lbs. 1 oz.** 7.47

**D DAISY MODEL 1177 SHOOTING SET FOR THE FAMILY.** Barrels are interchangeable—allow pistol to shoot corkballs or standard BB's. Complete with whirlybird targets, sturdy wire target holder, official pistol targets, instruction book, and gun oil.
X 916-2157 H—Shipping weight 1 lb. 15 oz.*/** .. 6.37

## hunting and camping equipment for Young Sportsmen

- *with 2 lbs. of Celacloud filling!*
- *durable rubberized bottom*

**JUNIOR SIZE SLEEPING BAG** Perfect for young outdoorsman. Top covering and attached canopy made of green cotton poplin. Filled with 2 lbs. of Celacloud acetate for cozy warmth. Rubberized bottom gives extra protection. Heavy weight cotton-flannel lining. All water-repellent and wind-resistant for comfortable outdoor living. With 36-in. extra-heavy-duty zipper. Closed size 36 x 72 in. Finished size approx. 33 x 70 in.
X 915-1986 A—Shpg. wt. 6 lbs. .. . 8.44

- *water-repellent umbrella-type*
- *4-color Lone Ranger motif*

**LONE RANGER BACKYARD TENT.** Water repellent 4-oz. yellow cotton duck with exciting Lone Ranger decoration. Sturdy umbrella-type construction. Provides shady vent-lated play area. Approximate finished sizes are: 5-ft center height, 44 in. eave height, 6½ x 6½-ft. base. Tent includes awning, awning and center poles, wire eave frame, metal stakes, and all necessary guy ropes. Simple to set up a youngster can do it alone. It will be your youngster's favorite way to backyard fun.
X 915-2000 A—Shipping weight 7 lbs. ... ..... 7.77

- *Sleeps 2 or 3 with ease, comfort!*
- *Perfect as a scouting tent for boys!*

**BOYS' CAMP TENT.** Features pitched roof with overhanging eaves. Overlapping door-flaps with ties keep you dry in stormy weather. Perfect as a boys scouting tent—lightweight, and easy to pack. 6 oz. spring green cotton [illegible] with Resists water and resists active mildew. Approximate finished sizes: 4 ft. 9 in. center height, 11 ft. 4 in. wall height, 6 ft. 10 in. by 6 ft. 7 in. floor area. Complete with necessary stakes, ropes, and poles.
X 915-2018 A—Shipping weight 18 lbs. 12.84

Air rifles and pistols not sold to residents of Calif., Colo., Conn., Hawaii, Md., Mass., Minn., N.H., N.J., Ohio, Pa., Wash., D.C.
*Not sold to residents of states above, plus Delaware **Pistols not sold to residents of N.Y.C

[1] **Daisy M99 Target Special Air Rifle.** This big husky 36¾" rifle with man-sized wooden stock and beaver-tail forearm is the finest target training gun ever for BB shooting at the official NRA 15-ft. range. 50-shot lever-action repeater. Top grain leather sling. Gun made at the demand of Camp Perry experts! Hooded 4-way front sight, adjustable rear peep. Crisp trigger pull. Includes kit with stock template, 4 aperture discs, BB's, targets, gun oil, 15-ft. Range Instruction Book.
**29-6822 A1197** Shpg. wt. 4 lbs. *Mailable*.**$14.95**

[2] **Daisy Pump Gun Air Rifle** . . . 50-shot repeater. The all-time king of air rifles, and a fine first gun for a lad. Spring activated loading tube feeds BB's into "chamber." Simulated gold-engraved jacket. Full oval stock of high-impact plastic . . . almost can't break! Open rear sight adjusts for elevation; leaf front sight. Surprisingly accurate. Length 37", wt. 3¾ lbs.
**29-6863 A877** Shpg. wt. 4 lbs. *Mailable*..**$10.98**

[3] **Daisy Western Carbine Air Rifle.** Lever action. Looks, feels, cocks like a real Western saddle gun. Has realistic woodgrain style stock and forearm; barrel bands engraved with Western Indian design. Carbine ring on receiver for leather saddle thong. Holds over 450 BB's. Peep rear sight adjusts for windage and elevation. Leaf front sight. Perfect for the young rifleman-to-be. 30½" long. Shpg. wt. 2½ lbs. *Mailable*.
**29-6889 A637** Western Carbine.....**$7.95**

[4] **Daisy 1894 Air Rifle.** So remarkably realistic, you could put it in a Wild West cowboy's hands and he'd never know the difference! A dead ringer for the Model 94 Winchester . . . same kind of buckhorn sights, same safety-type hammer you must pull to full-cock position before gun can be fired, same loading device! Just open port on receiver plate and drop in BB's. Selective loader puts 10 BB's in automatic feed position from 40-shot magazine. 38" long. Weighs 3¾ lbs. Gun oil, BB supply, booklet. Shpg. wt. 4 lbs.
**29-4256 A1038** Daisy 1894. *Mailable*...**$12.95**

**XL Steel Air Rifle Shot.** 100 pellets per tube.
**29-4108 A335** 100 tubes (9 lbs.) *Mailable*.**$5.00**

[5] **Crosman Hahn Super BB Repeater.** Lever action. But a Powerlet $CO_2$ cartridge supplies the power! And what power! Shoots BB's at hundreds of feet per second . . . pinpoints them where you aim. Magazine holds 30 BB's. Rear sight adjusts for windage and elevation. Post-type front sight. Overall length 34". Shipping wt. 4 lbs. *Mailable*.
**29-6905 A1065** Super BB Repeater....**$15.95**

[6] **Crosman V-350 BB Rifle.** All aboard for shooting fun, safety and simplicity—gals included! Looks, feels and shoots like a real gun. But it's much safer. And so easy! Just slide back barrel to cock and load, slide it forward—and shoot. Shows you when it's loaded, shows you when it's ready to shoot. Heavy sport style hardwood stock and blued steel barrel. Wt. 4 lbs. 8 oz.
**29-4264 A865** Crosman V-350. *Mailable* **$12.95**

[7] **Crosman Series 180 Single Shot Pellgun.** Recommended for economy shooting of .22 cal. pellets with top accuracy. This Powerlet-powered, carbine-length rifle was designed for taking small game at short range and for target shooting and plinking. Fingertip cocking. Step-adjustable rear sight. Hardwood stock. Shpg. wt. 5 lbs. *Mailable*.
**29-6780 A1535** Crosman Pellgun.....**$21.95**

[8] **Crosman Model 400 Repeater.** Factory-tested to group shots in one half inch at 25 ft. Tru-Flyte rifled barrel and 2 Crosman extra capacity Powerlets make this accuracy possible. Feeds and loads 10 shots in any position—no jamming. Cross lock safety. Indicator shows when pellet is in chamber. Bolt action, fingertip cocking
**29-6913 A2095** Wt. 3½ lbs. *Mailable*...**$29.95**

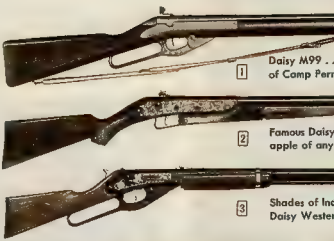
[9] **Crosman Model 140K Air Rifle Set.** You get rifle, bell ringing target with 100 inserts, Super Pells, even a game book to turn many a quiet family afternoon into a regular fun fest! The .22 cal. air rifle is a safe single-shot model with self-cocking lever design . . . rifled steel barrel . . . "V" rear and fixed front sights
**29-6921 A2095** Set. (9 lbs.) *Mailable*...**$29.95**

[10] **Super Pells.** .22 cal. pellets for all. .22 cal. air and $CO_2$ powered pellet guns. Wt. 2½ lbs
**29-6970 A285** Box of 1000 *Mailable*.....**$4.30**

[11] **New Golden Powerlets.** $CO_2$ cartridges for rifles, pistols. Box 12 5 gram size. Copper-plated.
**29-4348 A74** Box of 5. Wt. ½ lb. *Mailable*..**.98c**

**FREE!**
Shooting Gallery free with any Daisy Gun! Targets spin when hit, bells jingle! 15½"x 19". Shpg. wt. 1¼ lbs.

## Famous Daisy Air Rifles



[1] Daisy M99 . . . made on demand of Camp Perry experts!

[2] Famous Daisy 50-shot Pump . . . apple of any boy's eye!

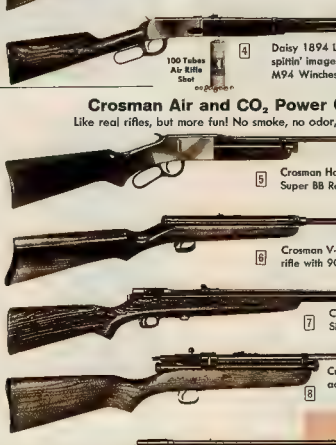
[3] Shades of Indian days! Daisy Western Carbine

[4] Daisy 1894 Lever-Matic BB Gun . . . spittin' image of the famous M94 Winchester that "won the West"

100 Tubes Air Rifle Shot on page 509

## Crosman Air and $CO_2$ Power Guns

Like real rifles, but more fun! No smoke, no odor, no recoil!



[5] Crosman Hahn $CO_2$ Power Super BB Repeater

[6] Crosman V-350 . . . slide-action BB rifle with 90-day guarantee

[7] Crosman Series 180 Single Shot Pellgun

[8] Crosman 400 . . . a most accurate pellet gun!

[9] Crosman 140K Single Shot . . . a big set with accessories!

# Daisy/matic toys join the growing line of customer favorites from Daisy

**Rugged, multi-action, battery-powered "Spittin' Image" bruisers that are built to last . . . styled for fun!**

Every DAISY/matic toy lives up to DAISY's reputation for quality. Kids love 'em . . . parents come back to buy more of them. They're designed to do a great selling job . . . all year 'round. Here's one favorite . . . the DAISY/matic Rapid-Fire Army Tank . . . but be sure to see these others, too:

**CEMENT MIXER TRUCK • HIGHWAY TOW TRUCK**
**DUMP TRUCK • FARM TRACTOR/TRAILER**

DAISY/matic Rapid-Fire Army Tank climbs over obstacles, its cannon firing caps in a steady barrage. Moves ahead or reverses. Runs on 2 standard flashlight batteries (not included). High impact plastic and metal . . . 10½" long. **Retail, $4.98**

## Show a youngster a DAISY . . . it's sold

**DAISY 901 PAPER POPPER**

Lots of noise from harmless paper ammo. No caps, no fumes, no paper shreds. Rapid firing. Looks like a futuristic machine gun. **Retail, $2.98**

**MEDIUM DOUBLE HOLSTER SET**

**DAISY 8042**

. . . for 23" to 30" waists. Real leather holsters and the two Model 3100 50-shot roll-cap repeaters are "Spittin' Images" of the six guns men wore when the West was Wild! **Retail, $3.98**

**DAISY 1913 SKEET GAME**

Indoor shooting fun for the whole family. Includes cork ball ammo, metal-rim "birds," target inserts, skeet house, rifle. **Retail, $10**

**DAISY 694**

**LEVER GUN**

"Spittin' Image" of the gun that won the West! Needs no ammo . . . 2-way cocking action . . . makes loud bang! Steel barrel, wood-grained stock. **Retail, $4.98**

DAISY MANUFACTURING COMPANY Toy Division, Rogers, Arkansas
(In Canada: Preston, Ontario)

*Rifles, Toy (Cont.)*

NICHOLS INDS INC P O Box 1191 Jacksonville Tex
Parris Mfg Co Savannah Tenn
PAYTON PRODS INC 200-5 Av New York 10 N Y
Ray Plastics Winchendon Springs Mass
Renwal Toy Corp Old Country Rd Mineola N Y
Schwartz Adolph 889 Broadway Brooklyn N Y
TRANSOGRAM CO 200 5 Av New York 10 N Y

## RING TOSS

AEROPLASTICS CORP 4240 Glencoe Ave Venice Calif
Auburn Rubber Co P O Box 469 Deming N Mex
BRADLEY MILTON CO 74 Park St Springfield Mass
Carnival Toy Mfg Corp 62 Cherry St Bridgeport Conn
CARROM INDS INC 1202 N Rowe Ludington Mich
Daniee Co 1711 1 St San Fernando Calif
Eclipse Game and Puzzle Co (Div of Harlich Corp) 319 N Whipple St Chicago 12 Ill
Eppy-Guggenheim Inc 91-15 144 Pl Jamaica 35 L I N Y
Fillum Fun Inc 409 E 107 St NYC 29
General Sportcraft Co Ltd 33 Newbridge Rd Bergenfield N J
Harett-Gilmar Inc 34-11 Far Rockaway Blvd Far Rockaway L I N Y
Harrison's Mfg Co 133 Beacon St Boston 16 Mass
HASSENFELD BROS INC 1033 Broad St Central Falls R I
Ideal Toy Corp 200 5 Av New York 10 N Y
JAK-PAK INC 120 E Detroit St Milwaukee Wis
Martin Rubber Co Long Branch Av Long Branch N J
Norton Games Inc 66 W Broadway New York 7 N Y
PARKER BROS INC 190 Bridge St Salem Mass
Peerless Playthings Co 255 Bergen Pike Ridgefield Park N J
Pressman Toy Corp 1107 Broadway New York 10 N Y
TRANSOGRAM CO 200 5 Av New York 10 N Y
Whitman Pub Co 1220 Mound St Racine Wis
WINTHROP-ATKINS INC Middleboro Mass
Zucker S & Co 200 5 Av New York 10 N Y

## ROAD RACING ACCESSORIES

Blackman Plastics Inc 1120 W Industrial St Escondido Calif
Dowst Mfg Co (Tootsietoy Div) 600 N Pulaski Rd Chicago 24 Ill
Eldon Inds Co 1475 E El Segundo Blvd Hawthorne Calif
K-F Inds Inc 230 W Dauphin St Philadelphia 33 Pa
LINES BROS INC 236 5 Ave NYC 1
LIONEL CORP 15 E 26 St NYC 10
Marx Louis & Co 200 5 Ave NYC 10
Merzbach Charles C Co 95 5 Ave NYC 3
Model Die Casting Inc 3811 Roscrans P O Box 926 Hawthorne Calif
Model Rectifier Corp 5300 21 Ave Brooklyn 4 NY
Strombecker (Div of Dowst Mfg Co) 600 N Pulaski Rd Chicago 24 Ill
Superior Plastics Inc 420 N Oakley Blvd Chicago 12 Ill

## ROAD RACING SETS

A M T CORP 1225 E Maple Rd Troy Mich
Atlas Tool Co 413 Florence Av Hillside N J
Aurora Plastics Corp 44 Cherry Valley Rd W Hempstead L I N Y

## CLASSIFIED PRODUCTS

***Christmas Tree Stands or Holders (Cont.)***

Raylite Electric Corp 305 Rider Av Bronx 51 N Y
Spincraft Inc 4122 W State St Milwaukee Wis
TOMAR INDS INC 1801-11 N Wolcott Ave Chicago 22 Ill
Warren Inds Inc 120 S Rancho Ave San Bernardino Calif
Zoppelt Mfg Co c/o Ward Mfg Inc 2530 Spring Grove Ave Cincinnati 14 Ohio

## CHRISTMAS TREES, ARTIFICIAL

Aluminum Specialty Co 17 & Wollmer Sts Manitowoc Wis
BEISTLE CO THE 14-20 E Orange St Shippensburg 9 Pa
Billings A F Co 386 S Wabash St—Box 362 Wabash Ind
Blume J T Inc 569 Broadway New York 12 N Y
Carey-McFall Co 2156 E Dauphin St Philadelphia Pa
Clement Corp 926 Gilpin St Houston 34 Tex
Consolidated Novelty Co 50 Spruce St Paterson 1 N J


**STAR BAND**
**CO., INC.**
PORTSMOUTH, VA.

- ALUMINUM TREES
- ARTIFICIAL GREEN XMAS TREES
- STYROFOAM and ACCESSORIES
- CHRISTMAS DECORATIONS
- HALLOWEEN MASKS
- FOAM SWIM PRODUCTS . . . Beach and Pool
- FRONT LAWN and OUTDOOR XMAS DISPLAYS

Leon Cardon Carl Marc
Milt Forster
200 Fifth Avenue — Room 1362
and Hotel New Yorker


Decorative Novelty Co 4410-12 30 Av Brooklyn 20 N Y
Donjer Prods Co 1398 Utica Av Brooklyn 3 N Y
Econolite Corp 8900 Ballanca Ave Los Angeles 45 Calif
Feng Inc 601 N Indiana Av Auburn Ind
Frankel Associates 56 West 45 St New York 36 N Y
Gersten Bros Inc 1 Park Av New York 16 N Y
H P E INC 1815 N Potrero Ave El Monte Calif
Hardy M Different Musical Novelties 220 5 Ave New York 1 N Y
Hertzberg H & Son Inc 366-396 Highland Av Middletown N Y
Highland Supply Corp 1111 6 St Highland Ill
Kirk's Christmas Evergreens (M) Perkins Bldg Tacoma 1 Wash
Lapin Prods Inc 164 Delancey St Newark N J
Lerner Corwin & Young Inc 200 5 Ave New York 10 N Y
Life-Like Prods Inc 1620 Union Ave Baltimore 11 Md
Make it Snow 22 East 40 St New York 16 N Y
MARD CONTINENTAL INC 105 W Adams St Chicago 3 Ill
Muench-Kreuzer Candle Co (Emkay Candles) 617 E Hiawatha Blvd Syracuse 8 N Y
Mystic Novelty Mills 448 Main St Wakefield Mass
National Potteries 26401 Richmond Rd Bedford Ohio
Noma Lites Inc 55 W 13 St New York 11 N Y
Production Engrg Co 55 Pacific Ave Austell Ga
Raylite Electric Corp 305 Rider Av Bronx 51 N Y
Regal Electronics Inc 1416 W 37 St Chicago 9 Ill
Revlis Co 12330 S Halsted St Chicago 43 Ill
Stainless Metal Craft Co 10124 S Vincennes Ave Chicago 43 Ill
Standard Cellulose & Novelty Co Inc 200 5 Ave NYC 10
STAR BAND CO Broad & Commerce Sts Portsmouth Va
U S Artificial Christmas Tree Corp 65 Wooster St New York 12 N Y
Warren Inds Inc 120 S Rancho Ave San Bernardino Calif
Westheimer Sol Co 12 W 37 St NYC 18
Wilmsen B Inc A & Clearfield St Philadelphia Pa

## CHRISTMAS TREES, METAL

Aluminum Specialty Co 17 & Wollmer Sts Manitowoc Wis
Arandell Prods Co 3915 Powelton Ave Philadelphia 4 Pa
Carey-McFall Co 2156 E Dauphin St Philadelphia Pa
Clement Corp 926 Gilpin St Houston 34 Tex
H P E INC 1815 N Potrero Ave El Monte Calif
Highland Supply Corp 1111 6 St Highland Ill
Home Pool Equipment Co 1815 N Potrero Ave El Monte Calif
Lerner Corwin & Young Inc 200 5 Ave New York 10 N Y
MARD CONTINENTAL INC 105 W Adams St Chicago 3 Ill

# DELTA

# Bell-Lites

**Play Christmas Carols right on the tree!**

A real spellbinder. As disc revolves on control box, bells play Christmas carols right on the tree. Or remove disc and play tunes with the fascinating Music Wand. Set includes string of eight lights with metal bells attached, control box with Music Wand and four discs containing eight tunes. Ample cord to space Bell-Lites as desired. Plugs into standard household outlet. UL approved. Suggested retail selling price, $24.95. For details write to:

**DELTA ELECTRIC COMPANY,**
**233 W. 33rd St., Marion, Ind.**

*Made in U.S.A.* *UL approved*

# DEALER AIDS ON PARADE

### Dump bin for Kleer-Vu

**Unusual plastics display** of Kleer-Vu's new tots' items line contains a whopping 600 assorted rattles in a colorful dump bin. Rattles retail at two for 25¢ for quick "handful" sales. Self shipper has shipping weight of 22 lbs., and the firm allows full freight for shipments of 100 lbs. or more.

### Pactra registers register sales

**Cash register rack** of Pactra Chemical Co.'s Jim Walker balsa planes and gliders is designed to promote impulse sales of the items. The 16" wide rack adapts to several check-out locations, and comes in deal of eight dozen Walker numbers priced from 10 to 39¢.

### Crisloid issues new catalog

Crisloid Plastics, Inc., manufacturer of more than 100 high quality items of dice, dominoes, novelties and games has issued a new, full-color, 12 page catalog of its products.

All items in the line are priced with an eye to impulse sales and are blister-packed and carded to prevent pilferage. Free copies of the listing plus price lists are available from Crisloid Plastics, Inc., 55 Porter st., Providence 5, R.I.

### Anti-burglary tips offered

A new 12-page booklet for store owners describing the whys and ways of store protection is being offered by Walker Kidde & Company, Inc., Belleville, N.J., manufacturer of intrusion-detection devices. Entitled "Who's Minding the Store?", the booklet describes the inadequacies of old-fashioned burglar alarm systems through cartoons and text, and points out modern effective setups.

### Kenner offers aisle display

A four-color refillable aisle merchandiser highlights a product deal offered by Kenner Products Co., Cincinnati, on its line of Presto-Sparkle Paints. The five-foot-high display, which can be assembled in minutes, is topped with a 25-inch sign promoting the entire line of paints, including Popeye Presto-Paints, Sparkle Paints, and Rocky & Bullwinkle Presto-Sparkle Paints.

**Aisle eye-catcher** is this colorful Kenner floor stand, containing variety of Presto Sparkle Paints.

The three-shelf unit comes with an assortment of 47 paint sets in one carton, with a total retail value of $62. The merchandiser holds half the merchandise at one time.

### Blazon issues Spring catalog

Blazon, Inc., Akron, Ohio, has issued a new catalog for its line of Spring and Summer outdoor play equipment. Stressing the 1963 Blazon theme, "Physical Fitness Through Play," the colorful 18-page catalog offers complete data on the Blazon line, including dimensions, shipping sizes and weights and packing specifications.

### Free sales manual offered

*How to Promote Sales with Paperbound Books* is the title of a book offered as a dealer aid by the Benjamin Co., special sales organization for the major paperback publishers, which supplies books from stock and special promotional editions to companies at discounts. The sales book contains case histories of typical premium and promotional uses. Free copies are available by writing to Benjamin Co. at Dept. F, Box 2402, Grand Central Station, New York 17.

### Floor mat-signal produced

Announcemat, a floor mat for stores and offices, containing an electrical entry signal, has been developed by the Recora Company, Inc., Powis Rd., St. Charles, Ill. The switch unit is molded of polyvinyl chloride and incorporates a tapered edge to prevent tripping and hide any obvious bulge.

Six mat models are available to meet requirements in quiet, noisy or extremely noisy neighborhoods. All material needed to install the alarm is supplied including additional wire.

### New Dinky display unit shows 90 toys in small space

How to present a representative display of a line of more than 200 different toys of varying sizes without risking consumer pilferage is a problem which requires more than algebra for solution. One answer, according to distributors of Meccano Ltd.'s line of Dinky Toys, lies in the firm's new compact counter display unit, a 32" high revolving circular rack.

Designed by Keyston Brothers, San Francisco, and used by Schranz & Bieber, N.Y., and other Meccano distributors, the rack shows about 90 different numbers while using only 20 square inches on a dealer showcase or center island. The ring-type shelves pivot on ball bearings.

Most racks for the Dinky miniatures are supplied at no cost if the dealer purchases a reasonable back-up stock. Display units are shipped complete with all Dinky Toys either screwed or wired to the rack shelves.

**The traffic is heavy** on this striking circular display featuring Meccano Ltd.'s line of Dinky Toys.

# DEALER AIDS ON PARADE

### Dump bin for Kleer-Vu

**Unusual plastics display** of Kleer-Vu's new tots' items line contains a whopping 600 assorted rattles in a colorful dump bin. Rattles retail at two for 25¢ for quick "handful" sales. Self shipper has shipping weight of 22 lbs., and the firm allows full freight for shipments of 100 lbs. or more

### Pactra registers register sales

**Cash register rack** of Pactra Chemical Co.'s Jim Walker balsa planes and gliders is designed to promote impulse sales of the items. The 16" wide rack adapts to several check-out locations, and comes in deal of eight dozen Walker numbers priced from 10 to 39¢.

### Crisloid issues new catalog

Crisloid Plastics, Inc., manufacturer of more than 100 high quality items of dice, dominoes, novelties and games has issued a new, full-color, 12-page catalog of its products.

All items in the line are priced with an eye to impulse sales and are blister-packed and carded to prevent pilferage. Free copies of the listing plus price lists are available from Crisloid Plastics, Inc., 55 Porter st., Providence 5, R.I

### Anti-burglary tips offered

A new 12-page booklet for store owners describing the whys and ways of store protection is being offered by Walter Kidde & Company, Inc., Belleville, N.J., manufacturer of intrusion-detection devices. Entitled "Who's Minding the Store?", the booklet describes the inadequacies of old-fashioned burglar alarm systems through cartoons and text, and points out modern effective setups.

### Kenner offers aisle display

A four-color refillable aisle merchandiser highlights a product deal offered by Kenner Products Co., Cincinnati, on its line of Presto-Sparkle Paints. The five foot-high display, which can be assembled in minutes, is topped with a 25-inch sign promoting the entire line of paints, including Popeye Presto-Paints, Sparkle Paints, and Rocky & Bullwinkle Presto-Sparkle Paints

**Aisle eye-catcher** is this colorful Kenner floor stand, containing variety of Presto-Sparkle Paints

The three-shelf unit comes with an assortment of 47 paint sets in one carton, with a total retail value of $62 The merchandiser holds half the merchandise at one time

### Blazon issues Spring catalog

Blazon, Inc., Akron, Ohio, has issued a new catalog for its line of Spring and Summer outdoor play equipment. Stressing the 1963 Blazon theme, "Physical Fitness Through Play," the colorful 18-page catalog offers complete data on the Blazon line, including dimensions, shipping sizes and weights and packing specifications.

### Free sales manual offered

*How to Promote Sales with Paperbound Books* is the title of a book offered as a dealer aid by the Benjamin Co., special sales organization for the major paperback publishers, which supplies books from stock and special promotional editions to companies at discounts. The sales book contains case histories of typical premium and promotional uses. Free copies are available by writing to Benjamin Co. at Dept F, Box 2402, Grand Central Station, New York 17.

### Floor mat-signal produced

Announcemat, a floor mat for stores and offices, containing an electrical entry signal, has been developed by the Recora Company, Inc., Powis Rd., St. Charles, Ill. The switch unit is molded of polyvinyl chloride and incorporates a tapered edge to prevent tripping and hide any obvious bulge

Six mat models are available to meet requirements in quiet, noisy or extremely noisy neighborhoods. All material needed to install the alarm is supplied including additional wire.

### New Dinky display unit shows 90 toys in small space

How to present a representative display of a line of more than 200 different toys of varying sizes without risking consumer pilferage is a problem which requires more than algebra for solution. One answer, according to distributors of Meccano Ltd.'s line of Dinky Toys, lies in the firm's new compact counter display unit, a 32"-high revolving circular rack

Designed by Keyston Brothers, San Francisco, and used by Schranz & Bieber, N.Y., and other Meccano distributors, the rack shows about 90 different numbers while using only 20 square inches on a dealer showcase or center island. The ring-type shelves pivot on ball bearings

Most racks for the Dinky miniatures are supplied at no cost if the dealer purchases a reasonable back-up stock. Display units are shipped complete with all Dinky Toys either screwed or wired to the rack shelves.

**The traffic is heavy** on this striking circular display featuring Meccano Ltd.'s line of Dinky Toys.

# French Porcelaine de'Limoges by Haviland

## Now! One of the world's most-honored names in china, at Sears in three elegant patterns . . in sets or open stock, at Sears typical low prices!

This is our aim to bring you the best possible choice of the finest china made and bring it to you at a savings that is outstanding even at Sears. And we've done it. For here's porcelain so fine, so white, so translucent that it made a household word of the town from which it comes: Limoges, France. Designed, manufactured and imported by the firm which first brought this fine china to America in 1842. Haviland lived to perfection from the purest clays known a materia so delicate you can see a candle flame through it . . this alone will mark your china as one of the most elegant additions to any table at any time. So don't plan on fine china someday . . plan on it now, enjoy it for Christmas.

**5-pc. Place Setting $14.95**

**40-pc. Service for 8**
Eight 5-pc. Place Settings **$89.95**
separately would be $119.60

**79-pc. Service for 12**
Twelve 5-pc Place Settings **$189.95**
and Accessories separately would be $297.85

**These are the sets:** 5 piece place setting consists of cup, saucer, 10 inch dinner plate, salad pie plate, bread butter plate. 40 piece set consists of eight 5-piece place settings, 12 soup plates, oval vegetable bowl, 14-inch platter, creamer, covered sugar, 6 cup covered coffee pot. Buy by the set and save!

**Domestic Stemware** hand blown, platinum rimmed lead crystal by Morgan town. A perfect complement to any of the above patterns. Classically simple shape lends itself to any table arrangement.

| | Pattern Name | 5-pc Set $14.95 Shpg wt 6 lbs. | 40-pc Set $89.95 Shpg wt 48 lbs. | 79-pc. Set $189.95 Shpg wt 85 lbs. |
|---|---|---|---|---|
| (1) | Pompadour | 21N 36617C | 21N 36618L | 21N 36619N |
| (2) | De Lise | 21N 36627C | 21N 36628L | 21N 36629N |
| (3) | Angelique | 21N 36637C | 21N 36638L | 21N 36639N |
| (4) | 21N 941 | Eight 12-oz Goblets, Shpg. wt. 6 lbs. 8 oz. | | Box $12.88 |
| (5) | 21N 942 | Eight 7-oz Wine Glasses, Shpg. wt. 5 lbs. | | Box 12.88 |
| (6) | 21N 943 | Eight 8-oz. Sherbet Champagnes, Shpg. wt. 6 lbs. | | Box 12.88 |

### Haviland Open Stock, Place Pieces and Accessories

| When you order, state Catalog Number, then Item Number → | Tea-cup 50 | Tea saucer 51 | Bread-butter 52 | Pie-salad 53 | Dinner plate 55 | Soup plate 56 | Sauce dish 58 | Covered sugar 59 | Cream pitcher 60 | Gravy boat* 62 | 14-inch platter 65 | 16-inch platter 66 | Oval veg. bowl 67 | Covered coffee pot 69 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Shipping wt. ea. → | 10 oz. | 10 oz. | 10 oz. | 1 lb. | 1 lb. 8 oz. | 1 lb. | 10 oz. | 1 lb. | 1 lb. | 4 lbs. | 5 lbs. | 7 lbs. | 5 lbs. | 4 lbs. |
| C21N3661F— Pompadour<br>C21N3662F— De Lise<br>C21N3663F— Angelique | Each | $3.65 | $2.25 | $2.65 | $3.45 | $4.95 | $4.00 | $3.00 | $12.50 | $9.95 | $19.00 | $17.50 | $23.00 | $10.50 | $20.00 |

*On attached stand

$3.97

Get set in seconds! Flip lever back and load bullets in revolving chamber. Fire single-shot caps that stick to the 12 play bullets. The two 11-inch metal beauties have antique bronze-color finish and bone-like grips. Natural-color top-grain cowhide holsters with saddle-stitched brown panels. Cowhide belt has steer-head tooling and large buckle. Fits 18 to 28-inch waists. Holsters have leather leg ties

49 N 2616—Shipping weight 2 pounds 12 ounces Set $3.97

$4.97

### Realistic Cowpoke Double Holster

Extra-wide holster pockets slap against his leather chaps . contour belt supports back on those long cattle drives. Black top-grain cowhide. Load 12 bullets in spinning chamber of 11-in., bronze-finished metal 6 shooters. Waist sizes 22-30 in.

49 N 2653—Shipping wt. 3 lbs. 6 oz.. . Set $4.97

$3.97

### Roy Rogers Buckskin Set

Two 50-shot repeater cap guns in holsters of natural buckskin. Leather grips on silver-color finished guns make this a real "show" set. Die-cast metal guns 10½ in. long. Cowhide belt fits 22 to 31-in. waist

49 N 2655 Shipping wt. 2 lbs.10 oz. . Set $3.97

$4.77

### Guns shoot soft plastic bullets

Six-shooters fire caps, smoke, shoot plastic bullets. Cylinders revolve. Black die-cast metal. 10 in. long. 16 plastic bullets, 8 brass bullets. Black plastic holsters with handsome embossed design. Fits 22 to 31-inch waist

49 N 2682 --Shpg. wt. 2 lbs. 4 oz. . .. Set $4.77

$2.97

### Break-barrel Cap Pistols

Bronze-color die-cast metal pistols fire roll caps, 8½ in. long. Top grain cowhide holsters with cross straps . . belt fits 22 to 28 in. waist

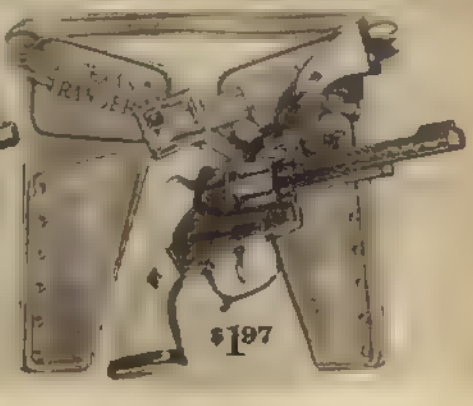
49 N 2650—Shipping weight 2 lbs. 4 oz. Set $2.97

$2.97

### Roy Rogers "Low-slung" Set

Holster of top-grain cowhide packs two 8-inch, die-cast metal pistols with gleaming silver-color finish, bone-like grips. Pistols fire roll caps. Wide cowhide belt and buckle fits 20 to 29 in. waist. Six play bullets included

49 N 2710—Shipping weight 2 lbs. .. .. Set $2.97



$1.97

### Texas Ranger Holster Set

Top-grain cowhide holsters have western steer-head design. Two 9-inch side-loading guns of sturdy die-cast metal in rich bronze-color finish. Pistols fire roll caps. Belt fits 22 to 30-inch waist

49 N 2715—Shipping weight 14 oz.....Set $1.97

NOTE: *Caps are not included with any cap-firing toy.*

$3.89
without batteries

## Hear staccato sound . . see bullet flashes and recoil action of the Electric Machine Gun

32-in. air-cooled .50 cal. gun on 18 in. swivel, detachable tripod. Rapid-fire black plastic gun operates on 2 "D" batteries (order below).

79 N 2798C—Shipping weight 3 pounds.... $3.89

79 N 4660—"D" batteries. Wt. 4 oz. Ea. 16c 4 for 60c

## Mattel's Dick Tracy Gun $1.99

The same feared Tommy Burst weapon used by dare-devil Dick to capture those tough underworld mugs. 25-in. gun smokes, fires 50-cap roll, has sliding bolt action and fires burst or single shot. Plastic with metal loading mechanism.

79 N 2725C Shipping weight 2 pounds. $1.99

## Marx's Goofer Gun $3.32

The 22-in. Sooper Dooper Goofer is a real fun gun for ½-pint gunners. Shoots 1 colored ball with each pump of handle or a barrage with extra hard push. All plastic. 15 balls and target card.

49 N 2617—Shipping weight 1 pound .....$3.32

## Two-way Walkie-Talkie $2.77

Talk to your chums up to 25 feet away indoors or out, even around corners. Includes 2 plastic phones, case, 2 tiny message pads, 25 feet of twin insulated conductor wire. No battery needed.

49 N 5091—Shipping weight 1 pound.....$2.77

$2.99

## Noncom Officer Field Kit

Get your little recruit ready for duty with this realistic field set. Includes adjustable helmet with camouflage netting, canteen, mess kit, cap-firing grenade, whistle. Olive-color plastic.

49 N 5034—Shipping weight 1 lb. 8 oz.....$2.99

# The Paratrooper . . set for action with authentic fighting gear

## Complete 9-piece set only $5.99

You'll be a one-man army when you parachute behind the enemy lines in this outfit especially when you start blasting with that 2-foot long, shell-ejecting Tommy Gun and bullet-shooting, cap-firing pistol. You also get a mess kit with knife, fork and spoon; flexible rubber knife in sheath, helmet with camouflage netting (adjusts to fit), cotton web belt (fits 18 to 28-inch waists), 8 ejecting shells, 8 soft plastic bullets. All pieces except belt, knife are high-impact plastic. An unusual value set sold exclusively by Sears.

Shipping weight 3 pounds.

49 N 2709 Set $5.99

NOTE: Caps not included with any cap-firing toy

$1.99

## Fire this Trench Mortar and destroy the enemy pillbox

Looks, shoots like a real 60mm trench mortar. To fire, just activate shell, drop it into muzzle and zoom, it's on its way to the pillbox. 18-inch plastic mortar has elevation markings, box converts into camouflaged pillbox target. 1 plastic shell included.

49 N 2730—Shipping weight 1 lb. 2 oz.....$1.99

$3.19

## Remco's Bazooka Rocket Gun

Just pop rocket into tube chamber, squeeze trigger . . and good-by tank and pillbox. 39-in. Bazooka comes with 4 plastic play rockets and "exploding" pillbox.

79 N 2606C—Shipping weight 2 pounds.....$3.19

## *Spank Me..I cry*

1 $5.99 WAA-A

1 When this little doll misbehaves, just turn her over, spank where it says "here", she'll cry "Waa-a" 19 inches tall with vinyl head, body, arms and legs. Whispy rooted hair. Go-to-sleep eyes. Wears 2 piece lace trimmed playsuit, diaper, bootees.

Shipping weight 2 pounds 8 ounces.
49 N 3007 $5.99

### Baby Cupcake . . thinks she's pretty cute . . *and she is*

2 All playful lovableness' Baby Cupcake is 12 in. tall . . all vinyl, fully jointed . . and a "drink and wet" baby. Her hair is rooted, her eyes move. Dressed in pretty lace-trimmed pink panties, she holds her powder puff in one hand, her mirror in the other. Wears necklace, ribbon bow in hair; has her own drinking bottle.
49 N 3060—Shipping weight 1 lbs. 8 oz. . . . . $3.99

Choose her wardrobe from 4 adorable outfits.

3 **Sundress** in smart checks, matching panties.
49 N 3061—Shipping weight 2 oz. . . . 99c

4 **Hat and Coat Set** . gaily trimmed.
49 N 3064—Shipping weight 4 oz. . . . . $1.79

5 **Printed Bathrobe** of cotton flannel.
49 N 3063—Shipping weight 2 oz. . . . . 99c

6 **Flannel Pajamas** . . with drop seat.
49 N 3062 Shipping weight 2 oz. . . . 99c

2 $3.99

### Lolli-Pop Girl

7 Exclusive with Sears . . lovely lass waits gleefully to share her lollipop with some little girl. All vinyl. Fully jointed, molded plastic body with moving arms, legs and head. Rooted Saran hair Dressed in flared top, long pants, matching slipper socks. 18 inches tall

Shipping weight 2 pounds.
49 N 3416 $9.77

7 $9.77

### Dolly has her own Dog

$5.99

Demure little girl, 21 in tall jointed plastic sleeping eyes rooted hair Dress with appliqued apron. Holds plastic leash of "fuzzy" dog.
49 N 3498—Shipping weight 2 lbs. 8 oz. $5.99

### Baby Dollikins sits, stands, kneels

$7.77

She loves to pose. With 11 flexible joints she takes all natural baby positions. All vinyl with rooted prue hair and go-to-sleep eyes . . an adorable playmate for a little mother Also drinks and wets Attractively dressed in coverall, socks and shoes. 21 inches tall.
49 N 3065—Shipping weight 2 lbs. 12 oz. . . . . $7.77

### New born Baby Peep coos, cries

$5.99

Hold her gently . she's so helpless Completely washable to stay "first day" fresh Hug her, she coos. Pinch her arms, she cries. All soft vinyl, cotton and foam filled. Has kimona and receiving blanket. 18 inches tall.
49 N 3066—Shpg. wt. 3 lbs. 2 oz. . . . . $5.99

32-inch size $6.99 each | 20-inch size $3.99 each | 15-inch size $2.99 each

Stay crisp looking with removable clothing for washing. Cotton stuffed fabric bodies, yarn hair. Cheerful faces painted on.

| | Andy | Ann | Size | Shpg. wt. | Price |
|---|---|---|---|---|---|
| | 79 N 3605C | 79 N 3585C | 32-inch | 4 lbs. | $6.99 |
| | 49 N 3603 | 49 N 3583 | 20-inch | 1 lb. | 3.99 |
| | 49 N 3592 | 49 N 3580 | 15-inch | 12 oz. | 2.99 |

1 $2.97

2 $3.99

3 $1.49

4 $2.99

**1 Musical Suzy** stretches, squirms when wound. Swiss music box. Rayon plush. 11 in. long. Shpg. wt. 1 lb. 2 oz. **49 N 3626 $2.97**

**2 Musical Sleepyhead.** Gentle tune from Swiss music box lulls baby to sleep. Painted face, yarn hair. Rayon plush body. Foam-plastic and cotton filled. 14 inches long. **49 N 3504** - Shipping weight 1 pound **$3.99**

**Sleepyhead only** (without music box). **49 N 3527** Shipping weight 14 ounces . **2.49**

**3 Cuddly Wuddly doll.** Wears bonnet, apron dress in assorted prints. Yarn hair, painted face. Cotton filled. 14 in. long. **49N3501** Shpg. wt. 12 oz. **$1.49**

**4 Braided rag doll.** Bright yarn hair accents painted face, eyes. Wears gingham, ruffles. Cotton filled. About 18 in. long. **49 N 3635**–Shpg. wt. 1 lb. **$2.99**

## Dancing Dolls

We're life-size and actually walk and dance with you

5 $3.29

6 $5.99

Attach hands on feet to your shoes, floppy bodies move with you. Lightweight fabric bodies, cotton stuffed. Colorful faces, yarn hair. About 40 inches tall.

**5 Dancing Girl.** Wt. 3 lbs. 8 oz. **49 N 3530** . . . . . **$3.29**

**6 Dancing Boy.** Wt. 4 lbs. 8 oz. **49 N 3637** . . . . . **$5.99**

## Tiny Chatty Baby and Her Friends

6 **Happy and Nappy Twins and Their Lawn Swing**—they love to swing back and forth—makes Happy smile, rocks Nappy to sleep. Wear matching outfits. Rooted hair, soft bodies. Happy, moving eyes, Nappy, painted eyes. Abt. 17 in. Wood swing, easy to assemble.
48T3968—Set. Wt. 7 lbs. 8 oz. **$10.99**

7 **Adorable Tiny Chatty Baby**—just 15 in. tall. She says 11 different things at random, like "Hi Mama," "Doggie, Bow-Wow" just pull the "magic ring." Rooted pixie haircut can be brushed, combed; wears rompers, with attached panties, slipper socks, lace-trimmed bib. Moving eyes, fully jointed. Other outfits sold below—(8)-(10)
48 T 4280—Ship. wt. 2 lbs. **$6.66**

8 **"Bye-Bye" Coat and Matching Bonnet.** (No shoes.)
48 T 4240—Outfit. Wt. 5 oz. **$1.89**

9 **One-Piece Romper Suit,** matching hat and sandals.
48 T 4241 Outfit. Wt. 4 oz.. **$1.49**

10 **Terry Cloth Hooded Robe,** cozy nightie and slippers.
48 T 4242—Outfit. Wt. 7 oz **$2.39**

11 **Tiny Chatty Baby Has a New Twin Baby Brother**—he laughs, cries and talks, says 11 things when you pull the ring. He's 15 in. tall, send for him to keep Tiny Chatty company. Wears one-piece suit, with matching cap, slipper socks. Rooted hair, moving eyes, fully jointed.
48 T 4281—Ship. wt. 2 lbs. . **$8.99**

12 **Tiny Chatty Baby Gift Set** like (7) but dressed in party dress, panties, shoes and socks, plus romper suit, hat, sandals, coat, matching hat. Gift packed.
48 T 4282— Wt. 4 lbs. Set **$10.99**

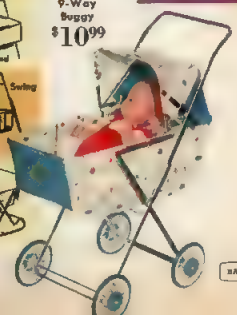
13 **Big Chatty Baby**—more talkative, more lovable, she now says 18 *different* things—laughs, cries, jabbers like a real baby Comb, brush her rooted hair, has moving eyes, is fully jointed. Wears rompers with pinafore, slipper socks. About 18 in. tall.
48 T 3897 —Wt. 3 lbs. 3 oz. **$11.99**

14 **Chatty Baby 9-Way Stroll-A-Buggy** converts easily into 8 other doll accessories—see sketches. Strong washable vinyl, sturdy steel frame holds up to 20-in. doll. Easy to assemble (No doll.) *Mail.*
48T5667M—Wt. 10 lbs. 8 oz.**$10.99**

15 **New Playtable for All Chatty Dolls**—also converts to rocker and car seat. Plastic chair, all-metal table top colorfully lithographed. Chrome-plated tubular steel legs, frame, plastic wheels. Easy to assemble (No doll.) *Mail*
48 T 4414 M—Ship. wt. 6 lbs. **$5.99**

16 **3-Pc. Nursery Set**—custom-styled for Tiny Chatty Baby, Baby Brother, Chatty Baby. Matched crib, chair and ward robe with drawer, hangers, rod. Wood legs, sturdy corrugated board—all easy to assemble. (No doll.) Ship. wt. 6 lbs. 8 oz.
48 T 4411—Set. . . . **$4.44**

12 Tiny Chatty Gift Set
$10.99



SEE HOW WE HAVE GROWN
NOW WE ARE

# Toddlers

**1** **It's A Playful Tug-of-War** between this toddler and her floppy-eared Basset Hound (sold below). Toddler walks when guided, drinks from her own life-size bottle, then she wets. She wears comfy footed flannel pajamas and terry cloth bib, carries her fleecy blanket. Fully jointed vinyl body, rooted hair, moving eyes. About 23 in. tall. *Mail* 48 T 4225 M—Wt 3 lbs. 4 oz. **$5.99**

**2** **Playful Basset Hound** of softest rayon plush has pompon nose, felt eyes, tongue. About 19 in. long —nose to tail.
48 T 6635—Ship. wt. 2 lbs. . . . [illegible]

## Exquisite Imports

**3** **4** **Pretty Little Misses** traveled across the sea all the way from West Germany to join you for Christmas. Delicate features, soft-as-silk rooted hair, moving eyes; fully jointed vinyl bodies move with ease. Each dressed in latest little girl fashions. About 12 in. tall.

(3) **Blond Miss** wears blouse, skirt, vest, shoes, socks.
48 T 3854—Ship. wt. 1 lb. . . **$3.98**

(4) **Ready to Go Calling** in shirt, leotards, fleecy coat, hat, shoes.
48 T 3853 Ship. wt. 1 lb.. . . **$3.98**

**5** **6** **Tiny Kissy and Baby Kissy**—make their hands go patty-cake and they will pucker up their lips and give you a resounding "smack" so fascinating, so realistic they love to kiss those who love them.

(5) **Tiny Kissy** wears dainty ruffled romper playsuit, shoes and socks. She has rooted hair, moving eyes, fully jointed vinyl body. About 17 in. tall. Ship. wt. 2 lbs. 8 oz.
48 T 4333. . . . . **$8.77**

(6) **Baby Kissy** is so affectionate—and she's so adorable in her starched organdy dress, panties, bootees. Rooted hair, moving eyes, fully jointed vinyl body about 23 in. tall. *Mailable.*
48 T 4227 M—Ship wt. 5 lbs. **$12.99**

## Baby "Two Dear"

**7** **Remember Baby Dear and Baby Dear One**—now she is a sturdy stand-up toddler of two. See how big she has grown, how long her pretty, soft, rooted hair has become. Looks so life-like, chubby-cheeked and dimpled, wears her organdy dress trimmed with lace, ruffled panties, shoes and socks. Moving eyes, fully jointed vinyl body. Abt. 17 in. *Mail.*
48 T 4226 M Ship. wt. 4 lbs. **$9.99**

# EEGEE THE DOLLS THAT MAKE DOLLARS FOR YOU!

Featuring **Puppetrina**™

THE BIG "ACTION" DOLL OF THE YEAR!

Every little girl loves an **EEGEE** doll...**EEGEE "LITTLE LADY"** Fashion Wigs ■ **"PUPPETRINA"** ■ **"KISS ME"** Dolls ■ **"TANDY TALKERS"** ■ **"PATTICAKE"**—Clap Hands Dolls ■ **"BUNDLE OF JOY"**—Soft Infant Dolls, Musical Twisting Dolls ■ **"SUSAN STROLLER"**—Walkers—Toddlers ■ **"FLOWERKINS" & "GEMETTES"**—Character Dolls ■ **"ANNETTE & ANDY"**—11½" Teenage Dolls with Wardrobes... and many others

**EEGEE** Does It" NATIONALLY ADVERTISED ON TV

Goldberger Doll Mfg. Co., Inc.

538 Johnson Avenue, Brooklyn 37, N.Y. ■ N.Y. Showroom—1107 Broadway

# 50% Savings

## TALKING MATTY MATTEL AND SISTER BELLE

YOUR CHOICE $3.83

**9** **Lovable Casper,** the friendly talking ghost, 15 in. tall, in terry cloth costume. Pull the ring, he says 11 different ghostly things like "My name is Casper; I'm a friendly ghost; I don't want to scare you." Stuffed body, plastic head.
48 T 3873–Ship. wt. 2 lbs. **$5.99**

**10** **Sister Belle,** the lovable talking rag doll, 17 in. tall. Pull the ring, she says "I love you; Sing me a song," and others. With pinafore, yarn hair.
48 T 3872 –Ship. wt. 2 lbs. 9 oz. . . . Was $7.67, Now **$3.83**

**11** **Matty the Talking Boy** wears T-shirt, shorts, shoes, has red hair, stuffed body. Says "I like you; Let's play cowboy," and others when you pull ring.
48 T 3864—Ship. wt. 2 lbs. 4 oz. 17 in. tall. Was $7.67, **$3.83**

**12** **Cecil and His Disguises** $5.88

# TV Favorites

## FOR GIRLS AND BOYS

**12** **Cecil the Seasick Sea-Serpent** can disguise himself with 15 different pieces, including a cape, hats, hula skirt, mustaches, a lion's mane, a set of false teeth. Cecil is about 22 in. long, of softest plush with felt nostrils, moving eyes. Wired body can be shaped into many different positions, lets him sit by himself. Ship. wt. 2 lbs.
48 T 6583. . . . . **$5.88**

**13** **Smoky Bear.** Soft foam rubber stuffed, badge, trousers, plastic shovel. Ship. wt. 1 lb.
48 T 7408. . . . . **$2.97**

**14** **Talking Bozo the Clown** in his dotted clown suit, comical oversize shoes. Vinyl head, cotton stuffed body. About 18 in. tall.
48 T 7469 Ship. wt. 1 lb. 4 oz.

**15** **Talking Cecil the Seasick Sea Serpent**—Beany's friend and protector. 18½ in. tall, with movable eyes, felt features, plush body. Pull ring, he says "Hey Beany Boy," "There goes a good kid" and other phrases.
48 T 6585—Ship. wt. 4 lbs. 12 oz. . .

**16** **Beany Boy, Star of TV.** He says 11 sentences like "Help, save me," and "I'm Beany Boy." Appealing in Beany-copter hat, shirt, corduroy overalls. Vinyl head, feet, hands. Painted hair, stuffed body.
48 T 3861—About 17½ in. Ship. wt. 3 lbs. . . . . **$6.99**

**17** **Bugs Bunny**—Sassy talking rabbit holds a carrot, says "What's up Doc?" 8 other phrases. Cuddly cutup is cotton stuffed, has plush fur, vinyl face, vinyl hands.
48 T 6586 About 26 in. Ship. wt. 2 lbs. 8 oz **$9.99**

# DORMEYER Food Mixers

**DORMEYER "Silver Star" Food Mixer With Meat Grinder Attachment Model SM-12-CH**

● *10 Powerful Kitchen Tested Speeds*

Your kitchen takes on new sparkle, new efficiency with the Dormeyer "Silver Star." You'll use it every day to grind, chop and mix ingredients for tasty cakes, desserts and hamburgers. 10 full-power, governor-controlled speeds give perfect results. Chrome finished mixer head wipes clean. Easily detaches for portable use. Includes 1½ qt. and 3½ qt. stainless steel mixing bowls. Phenolic base won't chip or scratch. Magic Mix arm adjusts beaters for either size bowl. Gets all the beaters into action regardless of size bowl used. Automatic beater release. 110-120V. AC DC. U.L. listed. Shpg. wt. 16 lbs.

4235E4245—Silver Star Mixer. $59.95
4235/3E3965—Three or more

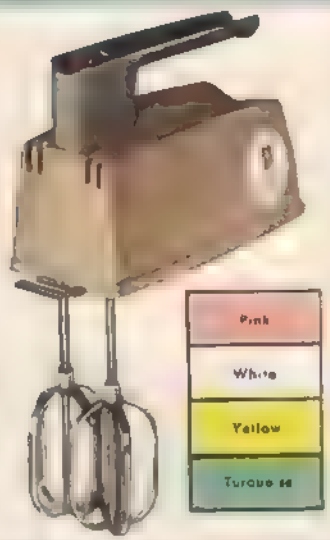
**DORMEYER Deluxe Portable Mixer Model HM-6**

Every pot and pan becomes a mixing bowl with this lightweight, easy to use portable mixer. 3 full-powered speeds handle every mixing chore. Push button release automatically ejects two king-size beaters for quick cleaning. Mixer stands on its own heel while beaters drain into bowls. Hangs on wall or stores in drawer. 6-ft. detachable cord. 110-120V. AC/DC. U.L. listed. Specify: white, yellow, pink, turquoise, sandalwood.

4236E1102—Deluxe Portable Mixer. $18.95
4236/3E1185—Three or more.

**Chrome (As Illustrated)**

4237E1314—Chrome Portable Mixer $20.95
4237/3E1317—Three or more.




**DORMEYER Continental Portable Mixer Model HM-5**

Makes cooking and baking easier. Lightweight and easy to handle for one-hand operation. Use it at the range for mixing-while-cooking . . . on the sink, counter or wherever convenient. Powerful motor and big beaters save you time and effort on every mixing job . . . whipping, beating, even mixing drinks. 3 full-powered speeds and instant beater release. Mixer rests on heel permitting beaters to drain into mixing bowl. Stores in drawer or hangs on wall. Specify color: white, yellow, pink, turquoise, sandalwood. 110-120V. AC/DC. U.L. listed. Shpg. wt. 3 lbs.

4233E998—Continental Portable Mixer. $15.95
4233/3E939—Three or more

**DORMEYER Versatile Mixer Model SM-19-WH**

Gives you cooking fun and eating pleasure. Takes the hard work out of mixing chores. Zips through fluffiest egg whites or heavy batters with uniform results. Use as a stand mixer or portable mixer. Head lifts right off base to go wherever needed . . . table, range or counter. Thumb controls 3 full power, balanced speeds. Push button release automatically ejects 2 king size beaters. Gleaming white mixer head wipes clean in a jiffy. Complete with two opal glass mixing bowls, scratch proof ebony base, detachable cord. 110-120V. AC DC. U.L. listed. Shpg. wt. 13½ lbs.

4832E1841—Versatile Mixer $27.95
4832/3E1732—Three or more

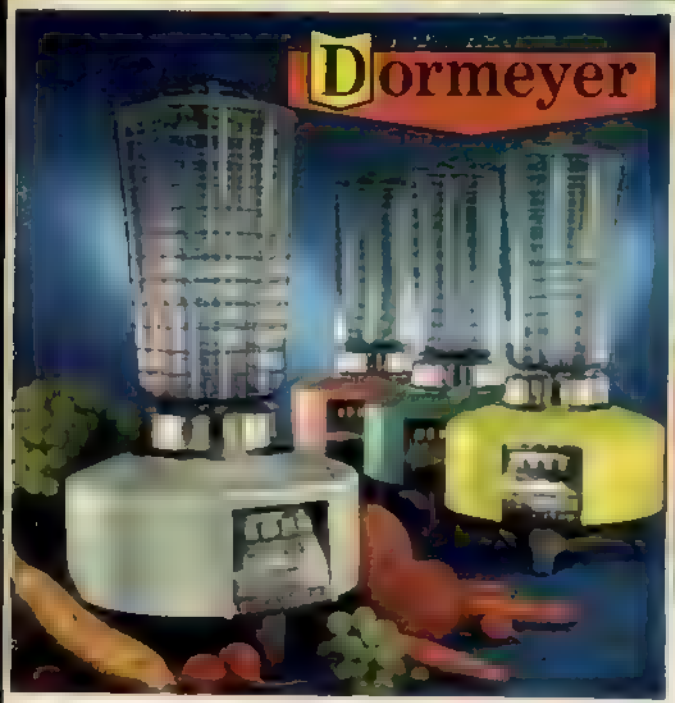
**DORMEYER Deluxe "Mix-Well" Mixer Model SM-6-WH**

Like a chef in the kitchen! Speed Selector lets you choose any of 10 full power speeds for fast, perfect uniform mixing, stirring and whipping. Handles bulky batters and airy omelettes with equal ease. Snap-on food grinder chops meats, vegetables, left-over food. You enjoy such time and effort saving features as automatic Magic Mix arm, to reposition nickel chrome beaters, automatic beater release, detachable portable mixing head. White head, breakproof base. With 2 opal glass bowls, meat grinder and recipe book. 110-120V. AC DC. U.L. listed. Shpg. wt. 19 lbs.

4955E2892—Mix-Well Mixer $39.95
4955/3E2955—Three or more

**"Princess" Mixer — Model SM-6-CH.** Same as above, except with chrome plated mixer head. Shpg. wt. 20 lbs.

4346E3173—Princess Mixer
4346/3E2964—Three or more $44.95




**Three-Speed Push-Button Deluxe Blender**
The 3 speeds handle all these tedious chores effortlessly grinds chops blends, purees, mixes, pulverizes In just a matter of seconds you'll have luscious, frothy milk shakes mashed foods for baby or grown ups on special diets, crushed nuts, diced fruits and vegetables for salads Big 48 ounce container won't break, yet can be boiled. Won't slip and is measure-marked for extra convenience. Powerful motor never needs oiling Factory guaranteed. Colors White, Pink, Yellow, Turquoise Specify Color. 110/120 V, AC-DC motor. UL listed with 6-foot cord Shipping weight 10½ lbs
3970E29I—Dormeyer Push Button Blend-Well.
3970/3E2758—Three or more.
**Retail $41.95**

361E3847—**Balanced Food Juicer** A machine that extracts all the pure juice from any fruit or vegetable and instantly **separates the roughage** at the same time Not a blender nor a liquefier Simple to operate no peeling no coring no straining Precision engineered by Swiss craftsmen All parts are replaceable Lifetime Lubricated bearings. Acid proof AC-DC ½ HP motor 110 V Ship wt 8 lbs
**Retail $59.95**

362E1297—**Salad Maker Attachment** Slices grates, shreds. Stainless steel cutting disks Ship wt. 3½ lbs
**Retail $19.95**

363E1297—**Blender-Liquefier Attachment** Performs all blender operations Heat-resistant glass, surgical steel blades 48 oz. capacity. Ship. wt. 3½ lbs
**Retail $19.95**

359E3847—**Balanced Deluxe Juicer** Balanced Deluxe Juicer automatically removes pulp—leaving only healthful delicious clear juice As fast as you feed fresh vegetables and fruits you get unlimited quantities of pure, frothy fresh juices automatically while pulp is continuously removed. Lifetime Lubrication ½ HP, AC-DC motor Ship wt. 13 lbs
**Retail $89.95**

359E1297—**Salad Maker Attachment.** Slices, grates, shreds and ejects vegetables. Ship. wt 3½ lbs.
**Retail $19.95**

360E1297—**Blender-Liquefier Attachment** Mixes drinks, dressings, gravies and purees baby foods. Ship wt. 3½ lbs
**Retail $19.95**



**Prompt Shipment from Bennett Brothers Two Large Stocks**

# Douglas-Eaton OCCASIONAL FURNITURE

AMERICA'S FAVORITE LINE

**CONTOURED LOUNGE CHAIR** — With fine walnut finished hardwood arms. Bronzetone finish. Self-leveling glides. U.S. Naugahyde Chromata vinyl in White (shown) Green or Tang. 26" h.x31"d.x31" w.
52494F 2031 (21 lbs.) .....Retail $32.50

**SWIVEL LOUNGE CHAIR** — With hardwood frame double doweled and glued throughout and No-Sag spring construction. Delta Upholstery Fabric in Toast (shown), Red or Turquoise. 29"h.x25"d.x24" wide.
52493F 1966 (32 lbs.) .....Retail $31.50

**CLOVERLEAF LOUNGE CHAIR** — Upholstered with layers of foam and cotton. Full 360 degree swivel. Bronzetone finish. U.S. Naugahyde Chromata vinyl in Gr. (shown), Wh. or Tang. 29"h.x29"d.x31" wide.
52492F2624 (28 lbs.) .....Retail $41.95

**CONTEMPORARY GROUPING** — Rich Bronzetone finish and walnut wood arms . . . hardwood frames — double doweled and glued throughout Seat and back are cotton filled. Seat features no-sag construction unit. Self leveling glides. Finest vinyl upholstery in Beige, Green, Flame and White. Tables feature Walnut tops — resist heat, stains, scratches — have Walnut finish legs.

| | | |
|---|---|---|
| 52497F 1571 | Lounge Chair (22 lbs.) (30" h x 27" d. x 24" wide)..... Retail | $24.95 |
| 52498F 3130 | Two Seater Settee (34 lbs.) (30" h. x 27" d x 44" wide). . Retail | 49.95 |
| 52499F 4268 | Three Seater Sofa (45 lbs.) (30" h x 27" d x 64" wide)..... Retail | 67.95 |
| 52500F 849 | Cocktail Table (15½ lbs.) (16" h. x 30" l. x 16" wide).. Retail | 13.95 |
| 52501F 980 | Step-end Table (18 lbs.) (24" h. x 24" l. x 16" wide)..... Retail | 15.95 |

**HOURGLASS SIDE CHAIR** — Double legs make this chair a real value. Bronzetone finish. Self-leveling glides. Silkora vinyl in Persimmon (shown) White or Turquoise. 29" h.x25" d.x25" wide.
52495F 855 (16 lbs.) ..... Retail $13.50

**COLONIAL MAPLE GROUPING** - Finest hardwood frames — double doweled and glued throughout No-Sag spring construction cushioned with thick layers of cotton and foam. "Lowell" Early American pattern in durable vinyl plastic. Colors: White, Beige, Toast or Gold. Tables feature Maple pattern plastic tops — resist heat, stains, scratches — have matching Maple finish legs.

| | | |
|---|---|---|
| 52502F 2493 | Rocker (24 lbs.) (32" h. x 35" d. x 26" wide)..... Retail | $39.95 |
| 52503F 4333 | Sofa (45 lbs.) (34" h. x 27" d. x 67" wide). ..... Retail | 69.50 |
| 52504F 2229 | Wing Chair (22 lbs.) (34" h. x 27" d x 26" wide)... .. Retail | 35.95 |
| 52505F 3413 | Two Seater Settee (34 lbs.) (34" h. x 27" d. x 47" wide).. .. Retail | 51.95 |
| 52506F 849 | Cocktail Table (15½ lbs.) (16" h. x 30" l. x 16" wide) ..... Retail | 13.95 |
| 52507F 980 | Step-End Table (18 lbs.) (24" h. x 24" l. x 16" wide)..... Retail | 15.95 |

**SWIVEL-BACK SIDE CHAIR** — Gracefully tapered legs make this the perfect all-purpose chair. Bronzetone finish. Silkora vinyl in White (shown) Persimmon or Tangerine. 30" h.x24" d.x23" wide.
52496F 1054 (17 lbs.) .....Retail $16.95

ITEMS 88(DE)855, 94(DE)1054, AND 7815(DE)2031 CARRIED IN STOCK. ALL OTHERS SHIPPED FREIGHT COLLECT FROM EATON, INDIANA.

# tootsietoy®

Try and tell that to a determined youngster with his heart set on a new Tootsietoy Army Set. You can't fool him or the millions of kids who know $1.00 buys years of fun and adventure . . . the kind of enchantment and gladness that have made the name Tootsietoy famous. Those eager boys and girls and their parents, too, know $1.00 spent on a Tootsietoy toy buys a whole world of happiness! Tootsietoy toys, like the seven great new $1.00 skin-packed sets, are famous for delivering another kind of happiness . . . the pleasure resulting from greater sales, faster turnover and higher profits. Each time you remind your customers to "TAKE A TOT A TOOTSIETOY TODAY" it promises a happiness for them and for you only money can buy! Advertised in Life and Parents'.

**NEW! No. 2935 Tootsietoy Army Set. Built-in play value and fast-action . . . the kind of adventure and realism kids love—just like the popular Army TV shows. Retail $1.00**

***Write for new catalog:*** **DOWST MFG. CO., 600 N. PULASKI RD., CHICAGO 24, ILL.**

about the master boatbuilder whose boat I had owned for almost twenty years.

Missing the old man by a year and a half was a blow. The connection between us was nothing, a thing woven of hearsay and wood. But the years of rebuilding, the years sailing had done something. I had to talk to somebody. It had to be somebody who had known the old boat builder.

I met him there. He was a distant cousin of Wilbur, a son of the late Warren Morse who owned the little green jewel of an island a mile out in the bay. He lit up at the question. "Did you know Wilbur Morse?"

You've got to understand that the man's daddy was Warren, not Wilbur. Warren Morse was a boatbuilder, too. One of the best. Worked right out there on the island. Did pretty near as much to build the Morse name as anybody. He specialized in trawlers, big stuff, and he had time for little sloops, too.

There was a cottage out on the island near the old boat shop. The man offered to rent it to us at a preposterously small amount. He might just as well have offered it for nothing, but I guess he, being a State of Maine man, wanted to keep it on a business basis.

The man treated us like royalty; lent us the outboard dory to tour the islands, catered to our every want and whim. We stocked up at the country store and sailed out bag and baggage in the little boat to Morse Island. Across a tiny bight from the house lay the boat shed, a three-story affair that was built like the Constitution.

The big boats were built on the second floor and slid down on one way to the land and on another way into the sea. My friend showed me the notch in the third floor rafter cut to accommodate the stem of a vessel that was just six inches too big. Take heart ye Sunday boat builders. Tearing down a wall or a ceiling to get the boat out of the house is an honorable tradition.

On the third floor, graceful as the bleached bones of a gazelle, was the unfinished white oak carcass of a 17-foot sailing vessel. A plane, a hand adze, some chisels lay bitten with rust on the rough floor. The son of Warren Morse gathered them up in silence and we went down through the mighty, musty shed, dropped to the rocks and climbed into the sun without speaking. I knew what he was thinking. Cut loose, a man and his boy can drift apart.

On one of my visits by dory to the mainland, I found Wilbur's grave. He was buried alongside Wilbur's brother Charlie in the churchyard on the hill. One day I caught granddaughter Eda at home and learned a lot of things. Like for instance the number of boats actually built by Wilbur Morse. I had heard that the number ran into the hundreds. According to his granddaughter, who showed me the books, it was safer to count them in the tens. It was Charlie, and Noah and Jonah, his brothers, who upped the numbers. It was cousins like Warren and distant kin who doubled that. They all built Friendship sloops, all good boats, but no one had given them the consummate grace and handiness that Wilbur had.

I saw a single entry in the books dated 1893. Written in a neat small hand it said, "built one 25-foot sloop". I could have sworn that it was my Princess. There was no name. Eda gave me a picture of her grandfather.

We left the island and our kind host, to the tune of the anxious tide and the deep woods of spruce still busy growing boats. We were about to shove. The car was loaded. On a sudden hunch I spoke to a very old man


**40' Houseboat Luxury..**

**SLEEPS *EIGHT* IN PERFECT COMFORT**

***ONE OF THE FINEST "CRUISER-HOUSEBOATS" EVER BUILT***

*An Exciting New*

**DRIFT-R-CRUZ** FIBERGLASS HOUSEBOATS

*for 1963!*

**ADDED TO OUR LINE BY POPULAR DEMAND**

★ **MORE LIVEABLE ROOM!**

★ **MORE ZIP and POWER!**

★ **MORE FUN and FEATURES!**

**LOOK AT THESE SPECIFICATIONS:**

Planing hull of one-piece molded fiberglass, with 4" keel. Double wall construction in cabin, with molded fiberglass exterior and mahogany panelled interior. Overhead, reinforced sundeck. 12-volt 110-volt combination lighting system. Butane light 85 gallon water tank, aluminum windows. Full head with shower. Hot water heater, complete galley. Three private sleeping compartments. Available with either inboard or outboard power. Lists at less than $10,000 F.O.B. Factory.

**SEE YOUR MARINE DEALER FOR MORE COMPLETE DETAILS**

*New* **1963 29-FOOTER**

**SLEEPS SIX**

One of the most popular "Houseboat Cruisers" on the water anywhere! The world's first all moulded fiberglass ski-pulling houseboat Designed for comfort and fun. Lists at less than $5,000.00 F.O.B. Factory. See your Marine Dealer for complete specifications.

**DRIFT-R-CRUZ** FIBERGLASS HOUSEBOATS

*BY JACK McKEE*

**P.O. Box 518-MB** **Gallatin, Tennessee**

# CLIPPER CRAFT

*The Quality Jersey Skiff that YOU can afford.*

You will be proud, happy and safe in a skillfully finished CLIPPER CRAFT . . . Built by Craftsmen for Yachtsmen.

Rugged flybridge sportfisherman and sturdy shelter cabin skiffs from 24′ to 33′.

Custom styling at production prices.

Write for brochure

*(Dealers Inquiries Welcome)* COlfax 4-2350

**CLIPPER CRAFT Boat Works, Inc.**

39 Evergreen St.
Keyport, N.J.

See it at the Jersey Coast Show, Asbury Park.


on the gas wharf. His name was Eugene Brown and he had worked for Wilbur Morse all through the years.

He told me how Wilbur used to take his little granddaughter and go off into the woods hunting the curve of oak he could use for a stem or a knee. How he would come roaring back with a fresh eye, pick up a hammer and give the forms a lick here and a touch there to bring the shape of a new vessel closer to the dream. "Did it all by eye."

Gene Brown told how Wilbur resisted the introduction of the steam engine in the shop. Steam is the enemy of the canvas man. The newspapers in those days were full of stories about boilers blowing up.

It was Brown who finally took the bull by the horns and set up a steam sawmill near the shed. Once it was there Wilbur used it. "He caught on quick," said Brown.

Morse had no time for a man who didn't know his trade. "Dummy, dummy, dummy," he used to say, "Use the whole saw."

We left at last. We saw the yard of Charlie's kin turning out good boats in Thomaston. As we cut into the hills we took one last backward look at Friendship Harbor. I remembered the parting words of Eugene Brown spoken slowly in the fairness of great age and insight, "Wilbur", he said, "wanted money and Charlie wanted a reputation. Wilbur got the money and the reputation. And Charlie, Charlie took what he could get."—Joe Richards

☆ ☆ ☆

### WINDJAMMER ADVENTURE

▶ "Adventure under sail at a leisurely pace" is the motif of the Miami-based charter company, Windjammer Cruises, Inc., Box 1051, Miami Beach 39, Fla. Headed by Capt. Mike Burke, the fleet of seven giant windships takes paying passenger crews on scheduled ten-day voyages through the Bahamas and, beginning this year, the West Indies.

The Bahama itinerary with the 128′ and 151′ schooners Mandalay and Polynesia, originates on the first and third Monday of each month in Bimini, and visits Great Isaac, the Berry Islands, Nassau and Abaco. The West Indies trip, aboard the 96′ and 94′ schooners Caribee and Tondeleyo, and the 128′ barquentine Cutty Sark sails on the second and fourth Monday of each month from St. Thomas through the Virgin Islands and the French and British West Indies. Fares are $175 to $300, depending on accommodations.

The 190′ staysail schooner Yankee Clipper, recently acquired from the Vanderbilt estate, departs in February with a crew of 65 on a voyage through the south seas to Tahiti, where she will be based for charter work. The 96′ brigantine Yankee, now completing a round-the-world voyage under Windjammer sponsorship, is due home in January and will shortly begin 10-day charter voyages to Mexico's Yucatan country.

### JERSEY COAST BOAT SHOW

▶ The tenth annual Jersey Coast Boat Show will be held in the Asbury Park Convention Hall February 16-24. "Frontispiece" of the show, on loan from Mystic (Conn.) Seaport, will be an authentic whale boat, fully rigged and equipped, from the deck of the Seaport's whaler, Charles W. Morgan. Another special attraction will be a seaworthiness test of a modern recreational boat. It will be anchored through the show off the Convention Hall pier which jutts out into the Atlantic.

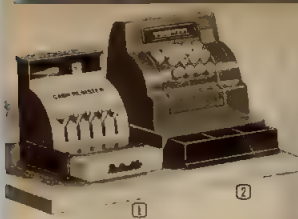
There will also be a Boat Owners' Clinic, during which a qualified panel will answer visitors' questions on boat maintenance and ownership. Other exhibits include a large selection of Jersey sea skiffs, all types of outboard boats and motors, popular inboard boats to 35′, electronic and skin diving equipment, flotation and resin materials, gasoline and diesel marine engines, fishing tackle and a full spectrum of marine hardware. Show hours are 1 PM to 10 PM daily; Sundays, 1 PM to 7 PM.

### PIER 66 ADDS CB RADIO

CB MOORING AT PIER 66

▶ Pier 66, a lush 22-acre marina complex on the Intracoastal Waterway in Fort Lauderdale, Fla., has installed Citizens Band radios on its dock scooters for contact between control tower and scooters and between these points and similarly equipped boats. Pier 66 reports this expedites mooring and dock service by eliminating telephone and messenger usage.

A number of 220-volt AC outlets have also been installed. Other services are water, 110-volt AC current, showers, garbage collection, gear boxes and mail, porter and laundry service. There are 142 slips for boats to 90′ and up to 12′ in draft plus a Motor Hotel with a restaurant and two swimming pools. Pier 66, Box 6628, Fort Lauderdale, Fla.



(1) **5-Key Plastic Cash Register.** Punch key, bell rings, cash compartment opens, amount of sale shows in plastic "window" **27-R 3025.** About 6¼ inches high **1.87**

(2) **12-Key Plastic Cash Register** just like "real". Includes key to open drawer, tax key. Amount of sale shows in clear plastic "window" **27-R 4093.** About 7½ inches high **3.49**

**Toy Typewriter** that really types. Meta. mechanism with sturdy plastic case. 28 keys containing a complete set of letters—small and capital, numerals, punctuation —56 characters in all. Four shift keys space bar ribbon. Uses standard size paper. An excellent Christmas gift **27-R 4013.** About 10 ins square **14.88**

**Dial Typewriter.** Set dial for letter, number or punctuation; press key—it prints! Strong plastic. Make-believe keyboard, roller carriage, ribbon. Full alphabet in capitals and small letters, numbers 0 to 9. With instructions. **27-R 4014.** About 10½ by 7¾ ins **4.39**

## DR. KILDARE Kits

Doctor's and Nurse's Kits have zipper-topped plastic bags 9½ by 6½ by 4½ ins. **Doctor's Kit** (shown) includes: plastic spoon, head reflector, hypodermic needle, eye-ear tester, hospital guide book, thermometer, stethoscope, microscope, Band-aid, candy pills and other items. **27-R 4094.** . . . . . **2.88**

**Nurse's Kit** (shown) includes: spoon, bottle candy pills, bottle boric acid, hot water bottle cap, watch, tongue depresser, thermometer, apron, etc. **27-R 4095.** . . . . . **2.88**

**Junior Dr. Kildare** Doctor's Kit (not shown) —8½ by 3¼ by 6-inch plastic bag. Stethoscope, candy pills, hospital guide book, etc. **27-R 4096.** . . . . . **1.97**

**Junior Dr Kildare** Nurse's Kit (not shown) 8½ by 3¼ by 6-inch plastic bag with reflex hammer, etc. **27-R 4097.** . . . . . **1.97**

*Descriptions of items on opposite page*

(5) (6) **Ben Casey** Doctor or Nurse Kits. Plastic case about 11¾ by 5¾ by 6¼ inches deep. 'Play-safe' plastic supplies include: thermometer, scissors, flashlight with two batteries etc

(5) **Ben Casey Nurse Kit**—items as shown include cap arm band, hot water bottle, charts. **27-R 3022.** . . . . . **5.95**

(6) **Ben Casey Doctor Kit.** Items as shown include: doctor's jacket head-reflector, doctor's mallet, candy pills. **27-R 3021.** . . . . . **5.95**

**Junior Ben Casey Kits** with suit-case style plastic bags, 12½ by 6½ by 2¾ inches deep.

**Ben Casey Junior Nurse Kit** (not shown) Includes forceps, banded cap, watch, scissors etc. **27-R 3024.** . . . . . **3.95**

**Ben Casey Junior Doctor Kit** (not shown) Includes plastic medical supplies plus jacket, etc. **27-R 3023.** . . . . . **3.95**

All Ben Casey Kits include a coloured picture of Dr Ben Casey.

(7) **Hand-operated** Sewing Machine made in Britain of high-quality Steel. "C" clamp fastens to table Extension surface to hold garment Instructions and thread included. Size 9¼ by 7½ inches high. **27-R 3050.** **8.98**

(8) **Battery-operated** Sewing Machine with hand crank. Metal face and housing Light and needle replaceable. Can be operated by hand or by two "D" size batteries (not included) Included also is a reel of thread Rubber feet. Abo...t 6½ by 3½ by 4½ inches **27-R 3078.** . . . . . **5.98**

(9) **Child's Sewing Machine** with zippered Plastic case Run by hand or foot pedal On-off switch, battery operated . . . takes two "D" size batteries 3-position tension control switch; rubber anti-skid feet to hold firmly on table top. Strong steel casing with enamel finish. 3½ by 4½-inch table extension removable About 7⅛ by 4⅛ by 5½ ins **27-R 3052.** With batteries **9.99**

(10) **Doll with Sewing Kit.** Dress this little doll and make her new frocks yourself with your own sewing machine, your own patterns and materials 7½-inch doll with long hair, has movable arms. Wears panties, bra, shoes. Has three dresses and a pair of pyjamas. Plastic sewing machine 6¼ by 2½ by 3 ins high, with instructions; six balls coloured thread, tape measure, scissors, pin cushion, three lengths of cotton print, patterns for pyjamas, slacks, skirt, blouse, shorts and dressmaker's dummy. **27-R 3079** Complete set **2.69**

(11) **Flower Kit**—makes a pretty plastic bouquet. Includes leaves, flowers stems and one loom plastic holder about 2 by 3 inches **27-R 2170..** . . . . . Set **1.69**

(12) **Embroidery and Knitting Set.** Six balls wool, four skeins embroidery thread, three stamped embroidery squares. Knitting and embroidery needles, scissors thimble and other accessories **27-R 3051.** In Plastic case **1.98**

(13) **Supermarket** for play purchases Miniature packages of popular bread groceries, four shelves; play money; store signs; clock with movable hands Realistic printed tile front About 34 by 22 by 66 inches high **G27-R 2533.** . . . . . **4.97**

(14) **Fluffy Pom-Pom-Pets** . easy to make fun to trim a dress or sweater Includes 12 plastic frames, three skeins wool and accessories **27-R 2169.** With instructions **1.69**

(15) **Kwiknit Sets** for little girls 8 years and up. Knit things for dolls like sweaters, jackets, cosy covers. Knitter 9 inches long . . . easy to use . . . knits evenly and quickly Pattern book, three skeins wool Instructions included **27-R 2168.** . . . . . **1.69**

(3) **Switchboard Fun 3.98**

(4) **Printing Set 1.88**

(3) **Be a switchboard operator!** Toy Telephone Exchange Board has four cords and plugs. Levers to ring exchange and extension. Plugs into any of eight lines. Telephone has authentically marked dial Instructions lithographed on exchange. About 9¼ by 5 by 8 inches high. **27-R 3026.** . . . . . **3.98**

(4) **Printing Set**—easy to use—provides materials for printing greeting cards, letters, notes, etc. Includes: 45 large and 96 small letters and numbers. 10 picture rubber stamps for illustration, notebook tweezers, wooden letter holder, ink-pad and instructions. **27-R 2167.** . . . . . **1.88**

## BRENDA HAS EVERYTHING

NEW! What a girl! Brenda, a sweet little 16-inch Doll, with wardrobe and accessories and her very own candy-striped, fashionable stroller. 9-piece movable Vinyl body with curly Saran hair to brush and comb. She closes her baby blue eyes, drinks 'n wets. Blue cotton dress with white paper lace-trimmed apron, poke bonnet to match; panties, socks, shoes. Extra outfit—nylon tricot dress, pyjamas, sun suit, diaper, lace trimmed plastic bottle, bottle brush, stopper, three bottles baby soap, sponge, wash cloths. Enamelled Metal stroller with Vinyl upholstery, canopy, shopping bag. Lower back and adjust chrome-plated foot-pan when dolly wants to sleep. Pusher 26 inches high. 4½-inch smooth-running rubber-tired wheels.
**027-R 5561.** Exclusive with **EATON'S** ..... **9.88**

**6 Sleeper-Stroller**—two-way riding for dolly. Ivory-colour enamelled finish and washable pink Vinyl upholstery, with match ing canopy to shade dolly from sun. When she's sleepy, back rest and chromium-plated foot-pan adjust so she can snooze. Handy shopping bag for "groceries." Pusher height about 26 inches. Smooth-running 4½-inch rubber-tired wheels.
**027-R 5528.** ..... **4.95**

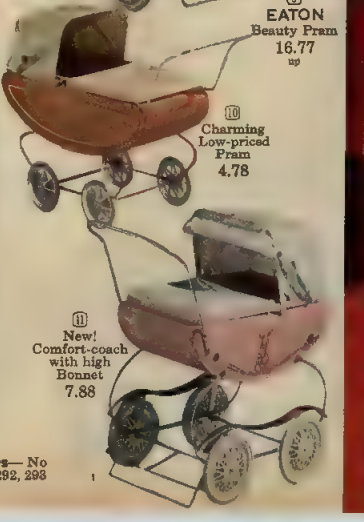
**7 Doll Stroller** for a little girl to take her doll riding. Folding frame and 22-inch high pusher of enamelled Steel. Foot-pan adjusts. Washable Vinyl upholstery. Rubber tires on 4-inch wheels.
**027-R 5529** ..... **2.95**

**8 New! Stroller** with matching parasol—carnival-gay canopy shades dolly from the sun, pretty parasol shades little "mommy." What an enchanting picture they'll make strolling down the street! Chromium plated foot-pan adjusts. Metal body with Rayon Plaid Vinyl-lined upholstery, enamelled tray, basket to carry extras. Sold 5½-inch wheels with rubber tires. Plated pusher 28 inches high.
**027-R 5560.** ..... **9.98**

**9 EATON Beauty Carriage**—she'll, be showing off her dolly in this elegant pram. Heavy spring suspension gives dolly a smooth ride. All Steel body is 25 by 12½ inches with 4 bow washable Vinyl hood. Cover-all apron has clear-view front just like a baby pram. Chromium-plated pusher is 26½ inches high. Hand grip anti-tip stand and brake, shopping basket; 8¾-inch chromium plated wheels with white rubber tires.
**027-R 5564** Blue only **18.88**
**027-R 5565.** As above with 26-inch pusher; 22 by 10-inch body **16.77**

**10 Flamingo Buggy**—charming coach for dollies. All Metal body 18 by 8 inches with white plastic hood, storm apron, plated pusher 27 inches high. Has 4¼-inch rubber-tired wheels.
**027-R 5562.** ..... **4.78**

**11 New 17-inch Nursery Design** Metal Carriage with 3-bow Vinyl hood, storm apron. Pink and white combination with cute nursery motif on side. Plated undergear pusher brake. Pusher about 22 inches high. Rubber-tired 6-inch wheels. Exclusive with **EATON'S**
**027-R 5563.** ..... **7.88**



**9 EATON Beauty Pram 16.77 up**

**10 Charming Low-priced Pram 4.78**

**11 New! Comfort-coach with high Bonnet 7.88**

Use Your Credit at **EATON'S**— No Down Payment. See pages 292, 298

**19.98**

**New 4-way Doll Stroll-R-Crib.** Rimreased Vinyl body, the all-in-one combination bassinet, carry-all, stroller. 32 by 10½ ins. Can be used as storm apron with pusher; front top as extra sun protection. Converts to stroller. Easy riding spring suspension. Chromium plated frame. 26 ins. high pusher with hand grip. Chromium plated dress guards over wheels. Combination Vinyl seat rest and liner doubles as side for stroller.
**027-R 5566.** **19.98**

# *means Tremendous Volume!

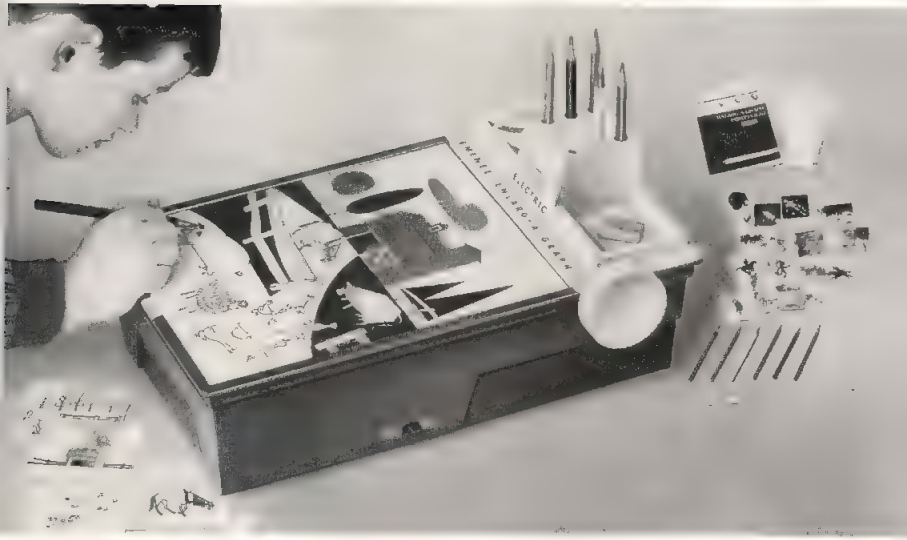
If you ask anybody in the toy industry to name the five promotional toys which had the highest volume of sale in the last five years... you will find Duncan Yo-Yo return tops and Duncan spinning tops leading the list. A powerful product and powerful television plus skilled demonstrators in the field are responsible for that Duncan volume, and are *keeping* it there *season after season!*

## Donald F. Duncan, Inc.

PHONE: UN 9-2126 • 1632 CHICAGO AVE., EVANSTON, ILL.

# SOLD

**ON TELEVISION!** *Artful TV messages* generate powerful, pre-sold interest in the EMENEE Electric Enlarg-A-Graph—the fascinating device with the magic "Dial" that enables *anyone* to create artistic compositions. Enlarg-A-Graph is only *one* of a select group of exciting EMENEE products compellingly promoted on TV. And just *part* of the great EMENEE sales-picture —a celebrated line including outstanding Musical and Electronic Toys, Art and Skill Games, and Youth Physical Fitness Equipment.



EMENEE

"SONATA" 6 Chord Organ

WRITE FOR FREE FULL COLOR CATALOG. EMENEE INDUSTRIES, INC., 200 FIFTH AVE., NEW YORK 10, N.Y.

Electronic
Rifle Range

"Premier
Home Gym Set
with "STRENGTH
TESTER"

# Big news from Los Angeles

Chicago Twisters . #329 Sir Duncan . . #369 Twin Spin . #310 Whistler . . #320 Imperial . #330

SALES OF DUNCAN SPINNING TOPS ALMOST AS BIG AS HUGE DUNCAN YO-YO RETURN TOP SUCCESS IN THE LOS ANGELES MARKET DURING A SIMILAR 8 WEEK PERIOD. THIS NEW DUNCAN PROMOTION WILL BE IN YOUR AREA SOON. **BUY IT BIG!**

**BUMP BIN . . #380**
A colorful, self-service display designed to se the best advertised line of spinning tops available today. Uses only 2 square feet of floor space. Contains: Imperial, Whistler, Twin Spin, Sir Duncan and Chicago Twisters.

donald f. DUNCAN inc.

**DONALD F. DUNCAN, INC.** PHONE: UN 9-2126
1632 Chicago Avenue, Evanston, Ill.

# Duncan Spinning Top Sales Soar!

LOS ANGELES DUNCAN SPINNING TOP SUCCESS REPEATED IN 15 CURRENT MARKETS WHICH INCLUDE CHARLOTTE, HOUSTON, AND SAN ANTONIO...SALES OF THE DUNCAN SPINNING TOP ARE FAST APPROXIMATING DUNCAN YO-YO RETURN TOP VOLUME. BUY IT BIG!

DUMP BIN #380. A colorful, self-service display designed to sell the best advertised line of spinning tops available today. Uses only 2 square feet of floor space. Contains, Imperial, Whistler, Twin Spin, Sir Duncan, and Chicago Twisters

- Imperial #330

- Whistler #320

- Sir Duncan #369

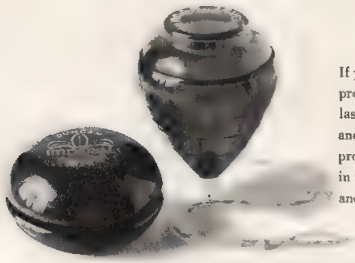
- Twin Spin 310

- Chicago Twisters #329

donald f. DUNCAN inc.

**DONALD F. DUNCAN, INC.**
1632 Chicago Avenue, Evanston, Ill. PHONE: UN 9-2126

# *means Tremendous Volume!



If you ask anybody in the toy industry to name the five promotional toys which had the highest volume of sale in the last five years... you will find Duncan Yo-Yo return tops and Duncan spinning tops leading the list. A powerful product and powerful television plus skilled demonstrators in the field are responsible for that Duncan volume, and are *keeping* it there *season after season!*

**Donald F. Duncan, Inc.**

PHONE: UN 9-2126 • 1632 CHICAGO AVE., EVANSTON, ILL.

BALSA is BIG... and COMET is BIG in BALSA!

Foil 4-color cello-wrapped boxes "vibrating" with excitement, sold Comet Balsa Models on sight.

TRUE-TO-SCALE
RUBBER POWERED FLYING & FLYING SCALE MODELS

Excitingly new selection of World War I, World War II Combat planes, Sport, Executive and Commercial Air Liners. Priced at 29c - 49c - 69c - 98c - 1.29 - 1.49 - 1.98 - 2.98.

READY TO FLY
rubber powered
REDI-FLITE

Fully assembled Big 10" and 12" Wingspans. Aluminum Foil Covered Balsa Wings and Plastic Fuselage. Jrs. 69c to Reg. size $1.29 ea.

COMET CEMENTS

Regular and Extra Fast Drying Cement in 15c and 29c Tubes. Also plastic airplane cement in 15c and 29c tubes

SEND FOR COMPLETE PRICE LIST AND CATALOG

COMET MODEL HOBBYCRAFT, CORP.
501 W. 35th St., Chicago 16, Ill. • 200 Fifth Ave., New York 10, N. Y.

America's top toys

DUNCAN SPINNING TOP

DUNCAN YO-YO RETURN TOP

YO-YO IS REGISTERED TRADEMARK OF THE DONALD F. DUNCAN CO.
1632 Chicago Avenue Evanston, Illinois

Meet your Newest NATURAL Selection NOW!

MISS PUFF

*Party Play Doll Charmer that can . . .*

- BLOW UP A BALLOON!
- BLOW A PARTY FAVOR!
- BLOW HER BUBBLE PIPE!

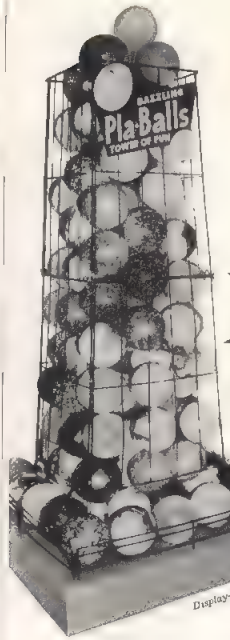
*Attractively Packaged in Colorful Window Box*

NATURAL DOLL COMPANY, Inc.

ROOM 319

134 Spring Street, New York 12, N. Y.
*Showroom*
200 Fifth Avenue, New York 10, N. Y.

ROOM 851




Display—Patent Pending

INSTANT PROFIT: Just Add A BARR® Ball Tower Display

Erect a sturdy Barr Ball Tower Display in your store . . . fill it to overflowing with colorful, strikingly bright 10" vinyl FunBalls. Result: Instant Profit!

Barr's successful "recipe" for fast sales and more profits has been the year's most outstanding ball sales story. One aggressive retailer sold nine dozen 10" beach and playground FunBalls in only two days. Another Ball Tower Display sold twelve dozen balls in just a week. And a late report from a Michigan store that sold 27 dozen in 4 days. Here is a truly successful promotional idea!

Each Barr Ball Tower is 8-foot high and is highlighted by two attention-getting 3 color display signs. Occupies amazingly little space . . . 4-foot square self dispenser base fits standard four-foot store riser. Tower holds 9-dozen vinyl balls designed to retail at 98c each.

See your jobber for a Barr Ball Tower Deal that includes a free tower displayer. Do it *today* . . . for quick ball profits.

Bar None . . . Barr's Best

The BARR RUBBER PRODUCTS COMPANY
Sandusky, Ohio

New York Office: 200 Fifth Avenue Bldg., New York 10, N. Y.

HUBLEY MFG CO THE 110 Pitney Rd Lancaster Pa
Irwin Corp 200 5 Ave NYC 10
Kaysun Inc 445 S 29 St Manitowoc Wis
Lee Aluminum Foundry & Mfg Co New Albin Iowa
LINES BROS INC 236 5 Av New York 1 N Y
Manoil Jack Co Waverly N Y
Marx Louis & Co 200 5 Ave NYC 10
Multiple Prods Corp 1260 Zerega Ave Bronx 62 NY
OHIO ART CO THE East High St Bryan Ohio
Plastic Toys Inc West Main St Byesville Ohio
Remco Inds Inc Cape May St Harrison NJ
Trumatic Toy Co Paradise Rd E Stroudsburg Pa

## TRACTORS, RIDING, JUVENILE

AMF WHEEL GOODS Div American Machine & Foundry Co Box 344 Olney Ill
Buddy L Corp 200 5 Av New York 10 N Y
GARTON TOY CO P O Box 59 Sheboygan Wis
Herschell Allan Co 1165 Clinton St Box 465 Buffalo 5 N Y
Irwin Corp 200 5 Ave NYC 10
JUNIOR TOY DIV A M F WHEEL GOODS 215 Marble St Hammond Ind
LINES BROS INC 236 5 Av New York 1 N Y
Mid Prods Inc 5389 W 130 St P O Box 2741 Cleveland 11 Ohio
Murray-Ohio Mfg Co 635 Thompson Lane Nashville 4 Tenn
OHIO ART CO THE East High St Bryan Ohio
Tee-Vee Toys Inc 124 Water St Leominster Mass

## TRADING CARDS

ED-U-CARDS MFG CORP 36-46 33 St LIC 6 N Y
Fairchild Variety Prods Inc P O Box 3947 Rochester 10 NY
Trading Card Guild 254 36 St Brooklyn 32 N Y
Whitman Pub Co 1220 Mound St Racine Wis

## TRAFFIC LIGHT

Childhood Interests Inc Roselle Park N J

## TRAIN ACCESSORIES

Acme Model Engineering Co 6224 15 Av Brooklyn 19 N Y
Action Prods Inc 211 Chamber of Commerce Bldg Flushing 54 NY
Aristo-Craft Distinctive Miniatures 184 Pennsylvania Ave Newark 14 NJ
Athearn Inc 200 5 Av New York 10 N Y
Atlas Tool Co 413 Florence Av Hillside N J
Bachmann Bros Inc 1420 East Erie Av Philadelphia 24 Pa
Binkley Models P O Bx 31 Inglewood Calif
Blackman Plastics Inc 1120 W Industrial St Escondido Calif
Carpenter's Jean Lilliputs 331 Lake Av Spring Lake Mich
Central Valley Model Works 13000 Saticoy St No Hollywood Calif
Cleveland Model Prods Co 4506 Lorain Av Cleveland Ohio

*and if it is*

**DUNCAN**

***it's 5 ways sensational!***

**1** Duncan Yo-Yo produces the only return top backed by true saturation television!

**2** Promotions supplemented by teams of experienced demonstrators!

**3** Campaigns backed by local contests. Winners compete in finals at Disneyland!

**4** Top contest award an Annual College Scholarship!

**5** **Three** different nationally advertised dollar specials—Imperial, Mardi Gras **and** Sonic Satellite with **SOUND!**

*Yes, if it isn't Duncan, it isn't Yo-Yo . . . if it is Duncan it is hot.*

PHONE: UN 9-2126
**1632 CHICAGO AVENUE, EVANSTON, ILL.**

## CLASSIFIED PRODUCTS

***Train Accessories (Cont.)***

Colber Mfg Co 26-28 Buffington St Irvington N J
Cossman E J & Co 7660 Melrose Av Hollywood 46 Calif
Decor Mills 365 Thatford Av Brooklyn 12 N Y
Dowst Mfg Co (Tootsietoy Div) 600 N Pulaski Rd Chicago 24 Ill
Educational Electronics Co 2265 W St Paul Chicago Ill
Emco Prods 200-5 Av (Room 359) New York N Y
Fowler Don 128 N Almont Dr Los Angeles 48 Calif
General Electric Co (Radio Receiver Dept) 1001 Broad St Utica NY
General Fibre Co 217 Cedar St St Louis 2 Mo
Gilbert A C Co The P O Box 1610 New Haven 6 Conn
Ideal Aeroplane & Supply Co 22-28 W 19 St NYC 11
International Models Inc 33 Union Sq W New York 3 N Y
Jack Built Toys 3100 Vanowen Burbank Calif
Jayline Toys Inc 3915 Powelton Av Philadelphia 4 Pa
K-F Inds Inc 230 W Dauphin St Philadelphia 33 Pa
Kadee Metal Prods Co 720 S Grape St Medford Ore


The Name That Has Become An Institution.....

LIONEL

First With The Finest In...

- Model Railroading ("027", Super "0" & HO)
- Lionel Science Sets
- Lionel-Porter Science Sets
- Lionel-Spear Phonographs
- Motor Racing (Standard & HO)

The Lionel Toy Corporation - 15 East 26th St, New York, N.Y.


Keiding Paper Prods Co 4545 W Woolworth Av Milwaukee 18 Wisc
Klasgo Mfg Co 5829 Forbes Av Pitsburgh 17 Pa
Life-Like Prods Inc 1620 Union Av Baltimore 11 Md
LINES BROS INC 236 5 Av New York 1 N Y
LIONEL CORP THE 15 East 26 St New York 10 N Y
Mantua Metal Prods Co Woodbury Heights N J
Marx Louis & Co 200 5 Ave NYC 10
Mercury Plastics Corp 995 Utica Av Brooklyn 3 N Y
Merzbach Charles C Co 95 5 Av New York 3 N Y
Midwest Prods Co 400 S Indiana P O Box 67 Hobart Ind
Model Die Casting Inc 3811 Rosecrans P O Box 926 Hawthorne Calif
Model Hobbies 213 9 St New Cumberland Pa
Model Rectifier Corp 5300 21 Av Brooklyn 4 N Y
Paxon Mfg Co 350 State Rd Philadelphia 14 Pa
Penn Line Mfg Co 225 S Washington St Boyertown Pa
Perfect Parts Co 1 N Haven St Baltimore 24 Md
Permacraft Prods Inc 550 East Erie St Painesville Ohio
Revell Inc 4223 Glencoe Av Venice Calif
Scintilla Rail & Power Corp 6928 Farmdale Ave N Hollywood Calif
Selley Inc 744-6 Clay St Winter Park Fla
Stewart-Lundahl Co 7342 Fulton Av N Hollywood Calif
Superior Plastics Inc 420 N Oakley Blvd Chicago 12 Ill
TEACH-A-TOT TOYS (DIV OF PLAYSKOOL MFG CO 3720 N Kedzie Av Chicago 18 Ill
Tower Engineering 218 Hollywood Av Valley Stream N Y
Tru-Scale Prods Inc 133 S Eucla Ave San Dimas Calif
Universal Model Prods Co 160 W Chelten Av Philadelphia 44 Pa
Varney Model Mfg Co 3350 NW 48 St Miami 42 Fla
Walthers William K Inc 1245 N Water St Milwaukee 2 Wis
Warren Paper Prods Co (Built-Rite Toys Div) 3200 South St Lafayette Ind
Wilsons of Cleveland P O Box 8995 Fort Lauderdale Fla

## TRAINS, ELECTRIC

Aristo-Craft Distinctive Miniatures 184 Pennsylvania Ave Newark 14 NJ
Athearn Inc 200 5 Av New York 10 N Y
Elmar Prods Co 13-15 W 24 St New York 10 N Y
Gilbert A C Co The P O Box 1610 New Haven 6 Conn
HARMONIC REED CORP 1111 W Lancaster Av Rosemont Pa
Herkimer Tool & Model Works Inc 1912 Harter St Herkimer N Y
Ideal Aeroplane & Supply Co Inc 22-28 W 19 St New York 11 N Y

## Belle Telle

whiles away happy hours
chatting on her talking telephone

**$13.45**

Belle Telle's hand is sculptured to hold receiver, other objects. She loves to talk on her plastic phone with realistic dial. Mommy removes receiver, pushes magic button. Hear her say: "My name is Belle Telle," "Please play with me," "Please tell me a story." She uses 11 sentences, repeats herself too! Phone has concealed record player with record. Operates on one flashlight battery (order below). 18-in. plastic toddler is jointed. Her vinyl head has go-to sleep eyes, rooted acetate hair. Wears cotton dress, panties. Socks, shoes.

49 N 3640—Wt. 3 lbs. 8 oz. . $13.45

"D" Batteries. Shpg. wt. each 4 oz.
49 N 4660 Each 16¢; 4 for 60¢

### Swinging Basket; Sister Dolls

Imagine, a basket that swings, a cuddly infant and darling toddler to thrill your little girl. 14-inch infant has painted features, rooted plastic hair. Printed cotton pajamas. Muslin body, stuffed with kapok, is light weight to hold. Her 18-inch toddler sister has big, bright eyes that close to sleep.

Vinyl and rigid plastic with moving arms, legs and head. Rooted plastic hair is accented with a bow. Her lace-trimmed pajamas match baby sister's. She wears sandals. Her splint basket swings on a wood frame and is lined with dotted cotton batiste with nylon lace. Size overall 17x15x11 inches. Shpg. wt. 7 lbs.

79 N 3248. $18.98

## FAMOUS EFFANBEE DOLLS

### Girls love Dolls in Sailor Costumes

**$9.89**

Stands 18 inches high. A beauty that delights in showing off her fashionable costume. Cotton dress is spruced-up in nautical print. Solid color coat has dashing sailor collar and bow tie. She wears a winsome "sailor hat," panties, socks, shoes. Her moving eyes are long lashed, like a movie star's. Rooted Saran hair to shampoo, comb, set. Vinyl and rigid plastic fully jointed. Shipping wt. 2 lbs. 6 oz.

49 N 3361 $9.89

### 15-inch Scout Dolls

They all have adorable faces with a cute turned up nose and rosy cheeks. Go-to-sleep eyes and richly curled, rooted Saran hair to comb, brush and set. Their bodies are rigid plastic with vinyl plastic moving arms, legs and turning head. They wear official cotton uniforms, panties, socks and shoes.

[1] With Blue Bird Uniform. White blouse, blue skirt and beanie. Red vest.
49 N 3770—Shipping weight 1 lb. 6 oz.. .$5.98

With Campfire Girl Uniform. (Not shown). White blouse, blue skirt, beanie, red tie.
49 N 3771—Shipping weight 1 lb. 6 oz., $5.98

[2] With Girl Scout Uniform. Green dress and beret, belt, yellow tie.
49 N 3648—Shipping weight 1 lb. 6 oz... .$5.98

With Brownie Scout Uniform. (Not shown). Brown color, belt, beanie, orange tie.
49 N 3645—Shipping weight 1 lb. 6 oz.. $5.98

### Fluffy, 11-inch sweetie $2.69

[3] Fluffy is a cute little charmer to dress. All vinyl plastic . . jointed arms, legs; head turns. Has go-to-sleep eyes, rooted Saran hair, rayon panties, socks and shoes.

49 N 3565—Doll only. Shpg. wt. 11 oz. $2.69

Clothing for Fluffy. Shpg. wt. each, 4 oz.
(A) 49 N 3383—Coat muff and hat of cotton backed rayon plush that looks like fur. Each has smooth, red rayon lining..... $1.99
(B) 49 N 3360—Cotton dress, panties, hat.. 1.79
(C) 49 N 3359—Cotton apron-dress, panties 1.39
(D) 49 N 3381—2-piece knit cotton sleeper 83¢

### Precious Drink and Wet Babies

10-inch cuties with sweet baby faces to win your little girl's heart. Adorable lashed eyes close to sleep. Rooted plastic hair to wash, brush and set. Each carries its own bottle. All vinyl and fully jointed.

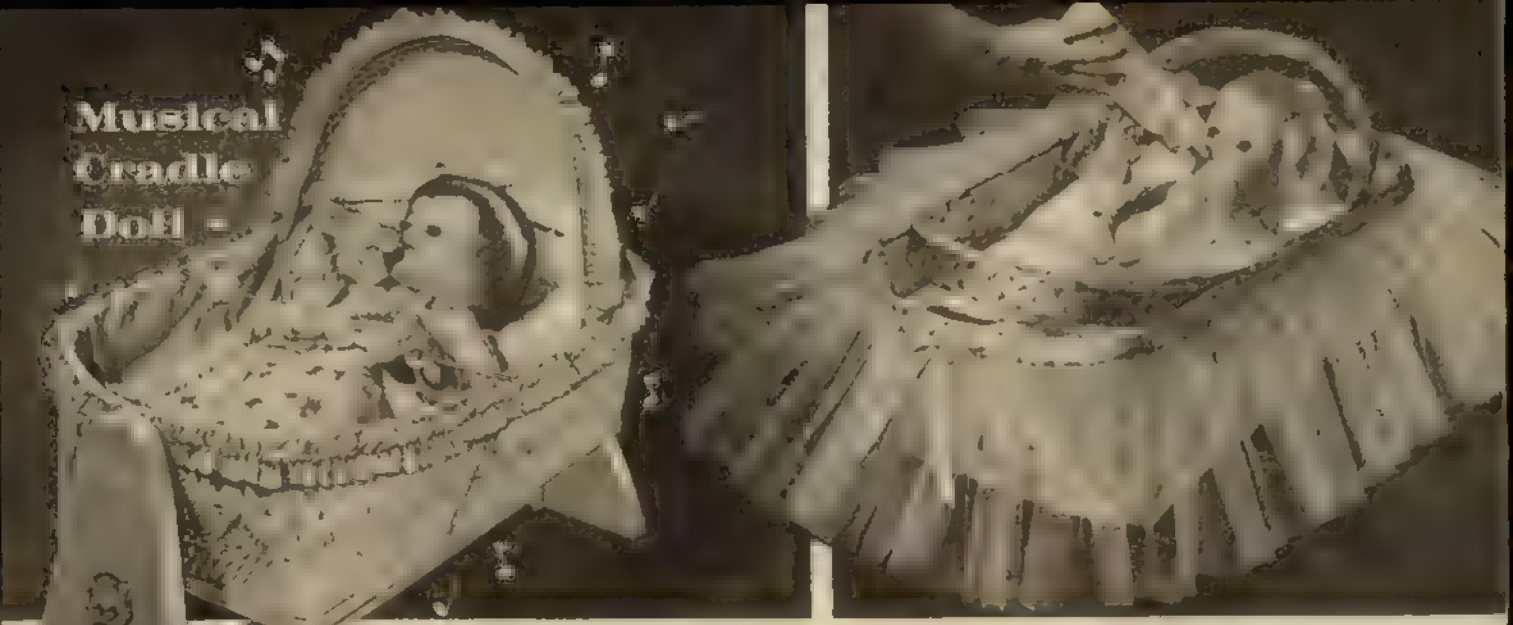
[4] Baby wears cotton dress, ribbon trim. Bloomers, shoes and socks.
49 N 3265—Shipping weight 14 ounces. $3.45

[5] Baby wears print and solid color cotton dress, panties, socks and shoes.
49 N 3266—Shipping weight 14 ounces. $3.45

### 11-inch Mickey $2.79 each

The All-American boy. His painted features give him a saucy look little folks adore. All vinyl with jointed arms, legs; turning head. Removable cotton uniforms. Molded hats.

(6) 49 N 3344 -Sailor
(7) 49 N 3343—Football player
(8) 49 N 3345—Baseball player
Shipping wt. each 11 oz.... .Each $2.79




## Wind the Swiss music box . . Cradle swings to lullaby music $16.45

19-inch vinyl doll lulled to sleep in her musical cradle, shuts her thickly-lashed eyes just like a real baby. She looks appealingly pretty . . her rooted plastic hair is done in a wispy baby style, adorned with a big rayon satin bow. Her chubby arms and legs are jointed

Doll comes dressed for naptime in a braid-trimmed nightie of cotton broadcloth. Keeping her warm is a lace-trimmed quilted rayon satin coverlet and pillow. Her plastic nursing bottle is tied to her hand. She drinks and wets. Cradle of woven fibers has vinyl liner, swings on decal-trimmed wooden frame. 25x14x18 in. high over all. Swiss music box plays rock-a-bye-tune. Basket has movable hood and plastic beads.

79 N 3250L—Shipping weight 9 pounds..... $16.45

## Cuddly Baby has her own basket . . Drinks from self-refilling bottle $9.98

22-inch infant is all bundled up in her blanket of rayon and cotton fleece and snug baby clothes. She wears cotton diapers and rayon sacque. Her woven splint basket has smooth vinyl liner, trimmed with rayon taffeta and net. It's fun to "feed" her, too. Raise the pretend, Carnation nursing bottle to her mouth . . see the milk "disappear" (no liquid escapes). Turn it upright—bottle refills like magic

Doll's soft cotton body is Kapok and foam filled. She has clenched fists, true-to-life toes and rooted, pixie-styled plastic hair. She even shuts her eyes when she's sleepy. Arms and legs are sewed on, giving her greater flexibility. Arms, legs and head are skin-toned vinyl

79 N 3251C—Shipping weight 6 pounds $9.98

Even at these low prices, Sears has fully jointed dolls . . each with thickly lashed, go-to-sleep eyes, and a plastic rooted, "poodle" hairdo that's so much fun to wash and set. All these dolls come dressed in lovely infants' wear designed for easy dressing

**1 15-inch Toddler** has a lightweight, plastic body that wipes clean easily. She drinks and wets, carries her own plastic bottle. Lace-trimmed dress is colorful cotton. Knit panties, rayon socks, slip-on vinyl shoes.
49 N 3014—Wt. 1 lb. $2.97

**2 18-inch drink-and-wet baby** has a lightweight, wipe-clean body of molded plastic. She brings her own bottle and hopes you will feed her. Cotton print dress with lace, sewed in rayon slip. Wears knit panties, rayon socks and vinyl shoes.
49 N 3036-Wt. 2 lbs. $3.95

**3 19-inch drink-and-wet baby** is made of easy to-clean sturdy plastic. Bottle included. Cotton pique dress, lace-trimmed rayon coat and bonnet. Knit panties, socks, vinyl shoes. All dressed for travel. Shpg. wt. 2 lbs.
49 N 3261 . $4.98

**4 20-inch, drink-and-wet baby** of bathable, life-like plastic brings her own bottle. Embroidery and lace trims her nylon dress with attached petticoat, bonnet. Cotton panties, socks and shoes. Wt. 2 lbs. 8 oz.
49 N 3052. ..... $4.97

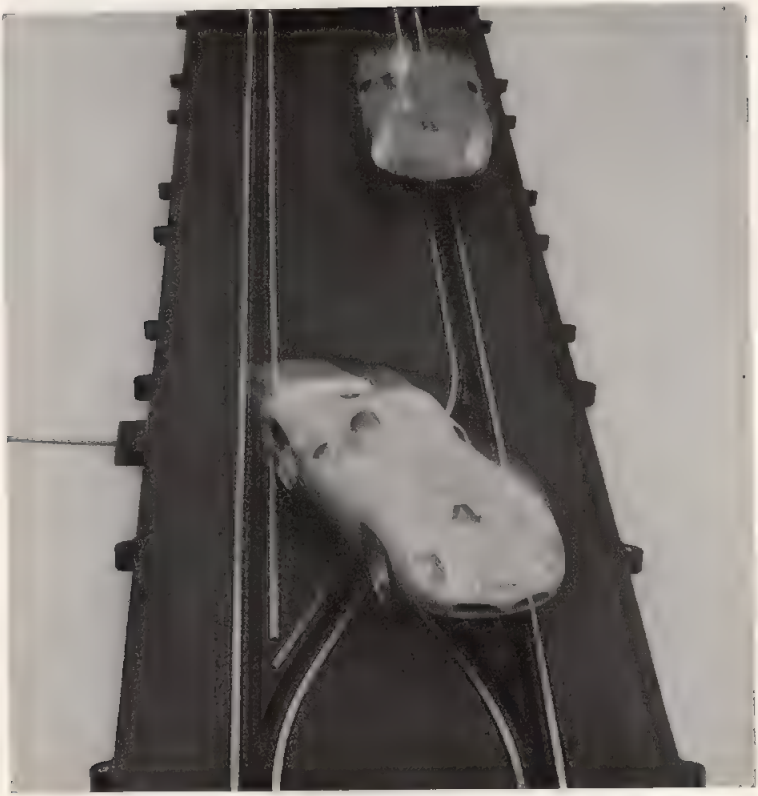
## Soft-cuddly Baby Doll with her own car bed and layette to go traveling with you

## $5.97

14-inch baby has a huggable, cotton-stuffed cloth body with vinyl arms and legs, sewn-on to move many ways. Comb the rooted plastic hair fringing her life-like face. She comes in a print cotton romper, but you can show her off in the pretty cotton print dress with matching bonnet or dress her for bed in her cotton flannel diaper and kimono. To keep her warm

knit booties and a cotton flannel receiving blanket. Her portable car bed makes it easy to take her visiting. It is plastic on a sturdy metal frame. About 15x7x4 inches.

49 N 3256—Shipping weight 3 lbs..... $5.97



# "Switch!"

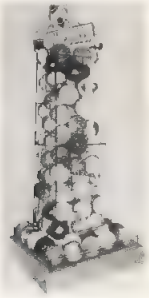
The red car pulls in front on the outside. Then it switches lanes. Switches to the inside lane to cut off and block the white car! • How's that for a switch! • Now both cars are operating on the same track. But they're operating at different speeds. And they're individually controlled. • No matter how many times they switch lanes No matter which track they're on. • This is the exclusive, diode-controlled Eldon Selectronic Road Race Set. • What's that you say? It will revolutionize road racing. It already has. • Because the Eldon Selectronic offers real switching, blocking and passing. It introduces a new lap counter track. A flagman that automatically starts the race. And meticulously detailed Testa Rosa Ferrari racers. • Yet it will cost less than ordinary road race sets. And because it's alone in the field, it will give you big volume and full mark-up for all-year 'round selling. • Don't fall asleep at the switch.

**ELDON**
***SELECTRONIC***
**ROAD RACING**

**ELDON INDUSTRIES, INC.**, 1475 E. El Segundo Blvd., Hawthorne, Calif • **ELDON INDUSTRIES OF CANADA, LTD.**, 1315 Lawrence Ave. East Don Mills, Ontario

### BARR OFFERING NEW DISPLAY RACK FOR 10" VINYL PLAYBALLS

An eye-catching Ball Tower Display Rack, designed to boost impulse sales of vinyl playballs, is now being offered by the Barr Rubber Products Company, Sandusky, Ohio, in a special deal, #V-999-003. The rack is free with each 50-dozen



assorted 10" vinyl playballs which retail at 98¢ apiece.

Sturdily constructed of wire and featuring three-color display signs, the rack is 8 feet high and 4 feet square at the base to fit standard 4-foot store risers. Designed to hold nine dozen balls, each rack is filled from the top, with the balls becoming self-dispensing at the base

The assortment consists of Barr's newest 10" vinyl playballs including the embossed ring, fleck, mottled and mosaic design balls, shipped 12 per double-lined Kraft bag. More information on this and on other display deals is available direct from the concern.

### VINYL JUMP ROPE IN 3 COLORS JUST BROUGHT OUT BY CEAUGA

A new, vinyl jump rope in three, sparkling, Glo-Ray colors (pink, chartreuse, green) has been introduced by Ceauga Industries, Middlefield, Ohio.

Extruded in a hollow, single strand, the

rope is 84" long and fitted with fluted, grip-tight, white contrasting handles The vinyl material is soft and flexible and is said to last indefinitely. It is properly weighted and balanced for free-and-easy skipping.

The new item, completely washable, is packaged for selling in a variety of display situations. It is available in bulk, in an attractive self-selling countertop display, or with a snap-on, punched display header for rack selling.

# New Selectronic Road-Race Set Added to Eldon's Line

Eldon Industries, Inc., which last year is reported to have produced four different road-race sets and sold one million of them, offers a fifth—and top-of-the-line set for 1963. Known as the Selectronic, the new set makes use of electronic devices to give each driver more control over his car

Along with its new model, Eldon announces significant design improvements in road-race set components that promise to cut down on the number of customer returns.

One of the most important innovations in the Eldon line is a pre-wired power track Countless sets, Eldon says, are returned to dealers every year by youngsters (and adults) whose home-wiring jobs proved faulty. An extensive study of Eldon returns showed that very many home-wiring contact problems (difficult to detect even by reasonably skilled amateurs) were responsible for the overwhelming percentage of road race set returns to dealers

Eldon reports it has eliminated this by pre-wiring the power section of the track at the factory. All the buyer has to do is plug the set into the accompanying power pack.

All Eldon road race track for 1963 is pre-assembled, with the metal slots bonded into the macadam-like track base. The track then lays flat and can't "peel" from the base and cause the racing cars to lose contact

The company's new Selectronic set reportedly carries realism in race driving to a new degree. Instead of merely running parallel to each other in adjoining lanes, Eldon's Testa Rosa Ferraris switch lanes, cut each other off, block, pass, and simulate a real race setting as authentically as the skill and ingenuity of the drivers permit.

In the Selectronic, each driver has two controls for his car. One is a diode switch, said to be exclusive with Eldon, which permits either driver to switch his car (or his opponent's car) from one track to the other. The driver can thus cut over and block his opponent, or switch over to pass him

The second control is a variable speed throttle, with a built-in speedometer. With the rheostat-controlled throttles, both cars can be run simultaneously at different speeds on the same lane. The speedometer shows the scaled miles per hour the car is traveling

Another feature of the Selectronic is an automatic lap-counter which registers (on dials) the number of laps (up to 50) each car completes—no matter which lane it runs upon or how many times it changes lanes. Another "realism" feature in the Selectronic set is a starting flagman who automatically turns on the current at the beginning of each race, assuring that both cars start off simultaneously

The Selectronic Road Race Set includes two new "Testa Rosa" Ferrari sports cars with dual-speed rear axles. Built to 1/32" scale, the cars are highly accurate reproductions of the big Ferraris, even to the chromed wire wheels

The Selectronic set comes with a new, completely assembled special diode power pack. Other components include 18 straight pieces of track, 12 curved pieces, and two short straight pieces. Included also are two "change lane" switch tracks; six pieces of cross-over supports for making a bridge; eight pieces of fence; and a decal set. Other optional accessories, including interchangeable stock cars, are available from dealers

Eldon's other four sets for 1963 are:

The Daytona Beach—featuring authentic Detroit stock cars—two pre-wired chassis with dual-speed rear axles and four interchangeable, individually styled stock-car bodies.

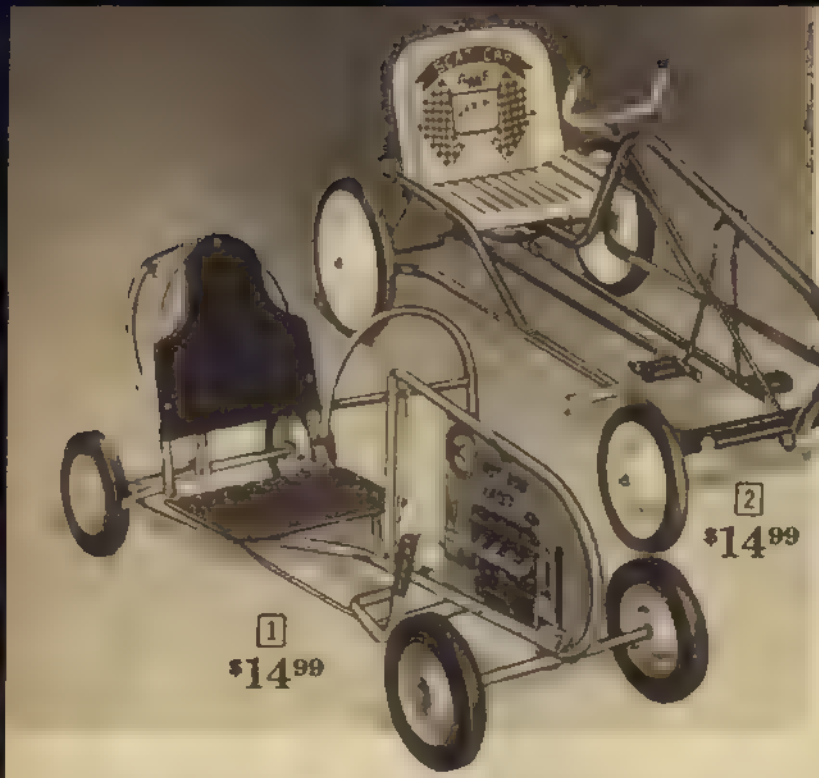
The Indianapolis 8—a basic figure-"8" layout with realistic Indianapolis cars and an economy price that includes the power pack

The Deluxe Road Race Set including two newly-designed Ferraris with pre-wired motors, metalized wire wheels, and rubber racing tires

The Handicap Set battery operated for younger road-race enthusiasts

### BACK IN MAY 1954

Tying in with a technicolor full-vision CinemaScope picture called "Prince Valiant" was a new game for two to six players. They went through seven of Prince Valiant's adventures, accomplishing deeds and "quests." The first player who successfully completed all the adventures won knighthood and joined King Arthur's Round Table.



[1] $14.99

[2] $14.99

$16.44

**Tot Rod with bicycle-type chain drive for easier pedaling and smoother ride**

The smaller set will be rarin' to go places in this sleek job! Jet-style steering wheel makes it a snap to handle. Rolls softly on 10-inch rear, 8-inch front ball-bearing wheels. All rubber tires. ¾-inch tubular steel wedge frame with adjustable bucket seat. Rubber-covered roll bar. Nylon bearing *chain drive* mechanism. Fire-engine red with striking white trim. 41x23 inches wide over-all

79 N 89761—Shipping weight 30 pounds..... $16.44

NOTE: All cars on these 2 pages sent partly assembled . . easy to set up

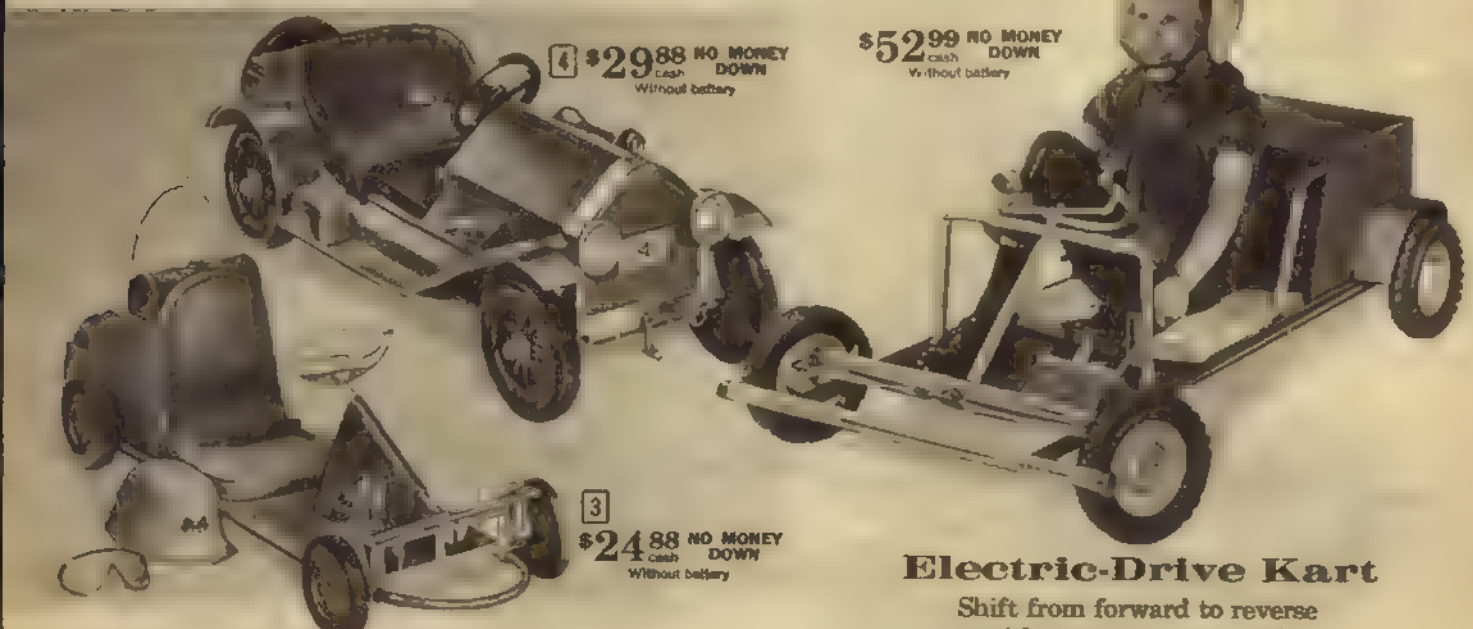
[1] **Push-type Racer.** Rugged "track-burner" has aluminum-finish steel frame. 8-inch graphite-bearing wheels, 1¾-inch tires. Foot and hand brake, steering wheel. Masonite Presdwood back and seat. Over-all about 53x18 inches wide

79 N 8965L—Shpg. wt. 22 lbs. $14.99

[2] **Pedal-drive Seat Car.** Colorful seat and airplane-type steering wheel give racy jet-age appearance. Ball-bearing pedal drive adjusts to 5 positions . seat is raised for easier pedaling. 10-in. rear, 7½-in. front wheels; rubber tires. Retractable foot-rests. Red tubular steel frame. 47x23 inches wide

79 N 8007L—Shpg. wt. 26 lbs. . $14.99

## *Speed along at 2 to 5 miles an hour . .*



[4] $29.88 cash NO MONEY DOWN
Without battery

$52.99 cash NO MONEY DOWN
Without battery

[3] $24.88 cash NO MONEY DOWN
Without battery

**Electric-Drive Kart**

**Shift from forward to reverse with auto-type gear stick**

Looks as fast as a real racing kart . . yet can't go more than 5 MPH. Step on the accelerator and off you go. Pull hand brake to stop. Tubular steel frame. Rugged auto-type link steering. Big 8-inch high, 1¾-inch wide rubber tires with deep, knobby tread. Plastic foam seat. Bright red with aluminum trim. Over-all 46 inches long and 27½ inches wide. Uses 12-volt storage battery, not included . . order below. To keep battery power up to capacity, order 12-volt battery booster 28H7169 from Sears General Catalog.

79 N 8916N—Shipping weight 45 pounds.....Cash $52.99

28 N 349N—12-volt Battery. Shipping weight 41 pounds..... 8.95

NOTE: Items with suffix "N" (as 79N5759NM) shipped by freight (rail or truck) or express.

[3] **Electric-powered Hot Rod . . with** crash helmet and goggles. Just step on accelerator pedal . . go forward or in reverse. Won't exceed speed of 2 MPH. Pull on hand brake to stop. Made of polyethylene plastic on rugged steel base. 5½-in plastic wheels. 37x14 . . wide. Uses 12-v battery (not included . order below)

79 N 5440LM—Shpg. wt. 20 lbs. Set $24.88

**12-volt Battery** for cars (3) and (4)

79 N 5704M—Shpg. wt. 10 lbs.....$4.99

[4] **Electric-powered Stutz Bearcat.** Faithfully reproduced in all its rip-roaring glory—even to a start crank that gives off realistic engine noises. Goes forward and reverse up to 5 MPH with fender mounted accelerator pedal. Stops when you pull on hand brake. Red steel chassis with bulb horn, tool boxes, gas tank, spare wheel. 7½-inch plastic wheels. 42x15½ inches wide. Uses 12-volt battery (not included, order at left).

79 N 5759NM—Shpg. wt. 20 lbs. . .$29.88

$24.44

## Enclosed chain-drive and extra-big ball-bearing wheels make this our easiest-pedaling Velocipede

Much easier to control, too, because you pump smooth and easy instead of fast and furious to get up speed. Big 14-inch rear wheels add to the stability on the turns. Rear wheels and 16-inch front wheel have 1¾-inch semi-pneumatic tires. Super-strong 1¾-inch tubular steel frame; chrome-plated adjustable handle bars; adjustable vinyl-top seat with coil springs. Red with contrasting white trim. 18 to 20-inch leg reach.

79 N 8796L—Shipping weight 37 pounds..... $24.44

**Measuring Instructions.** Measure leg reach from foot to crotch with measuring tape. Items on these two pages are sent partially assembled.

| | |
|---|---|
| 10-inch front wheel | leg reach 14–17 inches |
| 12-inch front wheel | leg reach 16–18 inches |
| 13-inch front wheel | leg reach 16–19 inches |
| 16-inch front wheel | leg reach 18–20 inches |
| 20-inch front wheel | leg reach 20–22 inches |

## *Converts from a steady 4-wheeler to a 2-wheeler as child learns to ride*

$14.99

## 13-inch Sidewalk Bike with the smooth, easy action of a bicycle-type Chain Drive

Rides steady as a tricycle with training wheels attached yet looks as grown-up as big brother's. Smooth rolling, semi-pneumatic tires can't puncture. No bar ... easy to mount. 13-inch wire wheels with 5-inch training wheels. 1¼ inch tubular steel frame with chain guard. Double block vinyl pedals and vinyl handle bar grips. Adjustable metal saddle. Molded nylon bearings. Red with white trim. 16 to 19-inch leg reach, see how to measure at left. Shipping weight 27 pounds.

79 N 8620L .. $14.99

### Economy 3-wheeler $8.99 10-inch

**Good.** Has one-piece 1¼-inch tubular steel frame, nylon bearing front wheel, 1¾ in. black sidewall semi-pneumatic tires, adjustable steel seat, ¾ in. enameled handle bars, plastic pedals. Metallic aqua finish. Shipping weights 15, 18 and 22 pounds.

| | |
|---|---|
| 79 N 8501L—10-inch front wheel | $ 8.99 |
| 79 N 8502L—13-inch front wheel | 9.99 |
| 79 N 8503L—16-inch front wheel | 11.44 |

### Ball-bearing front wheel for smooth, easy pedaling $10.88 10-inch

**Better** because it has ball-bearing front wheel, stronger U type frame, wider step plate, modern hub caps, deep-well fender, chrome-plated steel handle bars with red plastic grips, streamers. Semi-pneumatic tires, steel seat. Flamboyant red.

| | | |
|---|---|---|
| 79 N 8745L | 10-in. front wheel. Wt. 19 lbs. | $10.88 |
| 79 N 8746L | 12-in. front wheel. Wt. 21 lbs. | 11.88 |
| 79 N 8747L | 16-in. front wheel. Wt. 26 lbs. | 14.44 |
| 79 N 8748L | 20-in. front wheel. Wt. 30 lbs. | 15.99 |

*See How to Measure instructions above*

### All ball-bearing wheels plus coil-spring seat $14.77 10-inch

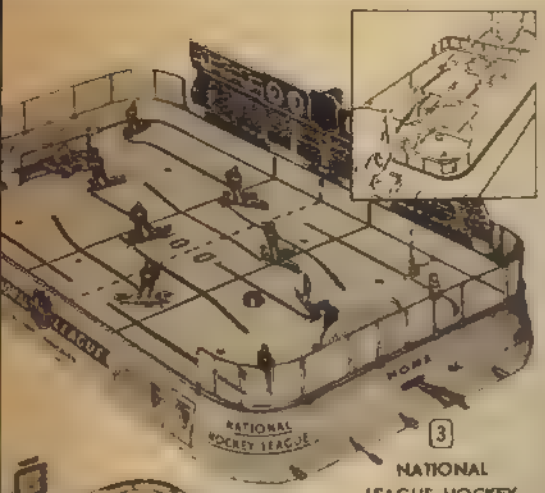
**Best** because it rides easier, more smoothly. Vinyl seat has double coil, chrome-plated springs. Has extra wide step plate, mounting plate, double block vinyl pedals, saber grips, streamers, white sidewalls. U type frame, semi-pneumatic tires. Flamboyant blue.

| | | |
|---|---|---|
| 79 N 8764L | 10-inch front wheel. Wt. 21 lbs. | $14.77 |
| 79 N 8765L | 12-inch front wheel. Wt. 22 lbs. | 15.77 |
| 79 N 8766L | 16-inch front wheel. Wt. 27 lbs. | 17.77 |
| 79 N 8767L | 20-inch front wheel. Wt. 32 lbs. | 19.77 |

DELUXE CLASSIC FOOTBALL GAME
$12.44

ELECTRIC FOOTBALL GAME
$5.44

# Classic Action Games

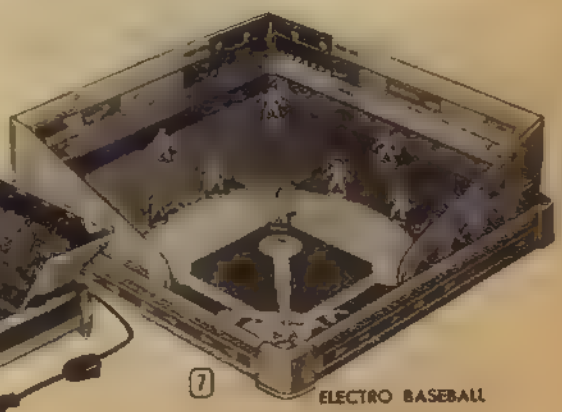


NATIONAL LEAGUE HOCKEY
$11.88

HOCKEY FACE OFF
$8.88

REMOTE CONTROL HOCKEY
$5.88

CLASSIC ELECTRIC BASEBALL
$12.44



ELECTRO BASEBALL
$6.79

**1 Classic Electric Football Game.** Offensive and defensive 3-dimensional players, 34 of them, simulate the action of a real football game. They run, block, tackle, pass and kick like real players. Kicker-Passer for each team actually kicks with his foot, passes with his arm. Yardage, ball marker and even a 10 yard marker. Players run on new Vibra-action legs. Includes special "customizing" paint set to make-up teams in your school colors. 37¾x20¾x3 in.
48 T 1066 MO—*Mail.* Wt. 9 lbs. 8 oz. **$12.44**

**2 Electric Football Game.** Five different 3-dimensional action posed players; make 2 complete teams. Linemen, ends, offensive and defensive backs run, block, tackle, pass and fumble . . . make the game realistic. Each team has a Kicker-Passer that actually handles the ball like a real player. Press-on numbers to identify players. Yardage, ball and down markers help simulate actual game. About 26¼x15¼x1¾ in. overall. Fun for ages 6–up.
48 T 741 M—*Mailable.* Ship. wt. 4 lbs. . . . **$5.44**

**3 All The Thrills Of Real Hockey.** New wide open play pattern—even behind nets. Red light flashes when goal is scored. Extra forward (and fixture) for last minute of play. Puck dropper. Realistic rink with rounded corners has bleacher audience. Abt. 36x21x3½ in. overall.
48 T 799 MO—*Mailable.* Ship. wt. 13 lbs. . . **$11.88**

**4 Fast Action Hockey Face Off.** An exciting game sure to delight any youngster on Christmas and every day of the year. A realistic action, fun filled game the whole family will enjoy playing. All players move along the ice as in real hockey. Defensemen can advance to center of ice. Plastic scoreboards at each end. Play the world's fastest sport with Dad or Mom for added enjoyment. About 36x18x4 in. overall. *Mailable.*
48 T 800 MO—Ship. wt. 9 lbs. 8 oz. . . . . **$8.88**

**5 Electric Action Hockey Game.** Now the youngster in the family can enjoy the thrills of Hockey. Remote controlled electric action (battery operated) players make this game easy to operate. Requires 4 "D"-cell batteries (not included—see Page 345). Abt. 30x19½x3 in. overall. For ages 5–10
48 T 801 MO—*Mailable.* Ship. wt. 5 lbs.. **$9.88**

**6 Classic Electric Baseball Game.** Exclusive pistol-grip "Pitcher-Fielder" throws curves, fast balls, slow balls, fields grounders, makes put-out-throws. Players bat magnetic ball right or left handed, then true-to-life figures run or steal bases. Fielders catch flies, make double plays. Game can duplicate every baseball play. Follow regular baseball rules. World Series crowd in background. Abt. 23¾x23¾x3 in. high. For ages 9–up.
48 T 1065 M—*Mailable.* Ship. wt. 9 lbs.. **$12.44**

**7 Electro Magnetic Baseball** is the Big League of fun. It's "Batter-up" when players take positions. Push a button . . . the mechanical pitcher hurls the ball . . . batter hits . . . magnetic ball adheres to field, players or fence to show whether it's a hit, strike-out or walk. Masonite field, metal frame, fences. Capacity Bleacher crowd. Electric motor is UL Approved. 9 players, balls, scoreboard, instructions, abt. 21x21x6 in. overall. Ages 5–up
48 T 903 M—*Mailable.* Ship. wt. 7 lbs. 4 oz. **$6.79**

JUST SAY
**"Charge It"**
SEE PAGE 227.

$4.88

# TV *Game Time* . . . NEW! MAGNETEL

## New Haunted House $7.99

**K** **A Fast-Moving, Completely Different Game** full of hidden surprises and 3-D action! Don't get scared [illegible] Eventually you'll find your way [illegible] the house [illegible] with the Treasure Chest pieces [illegible] ghosts and skeletons appear, revealing hidden clues. Markers, two spinner. 48T936MO—Ages 14. 2-4 players. Wt. 1 lbs. 8 oz. **$7.99**

**L** **Ten Exciting Action Games In One** for boys and girls from ages 6-up! Big 26¼x15" action playing board has slide and corner pockets, plus 9 magnet-activated spots. You can play Skid Puc [illegible] Magnet Bases to score points in numbered spots activated by hidden magnets. Or play Ski Pool with the 10 colorful magnetic number pucks. Instructions included for these and the following action-packed games: [illegible] Shooter, Bowling Strike, Strike-em-up, Seven-Ups, Block-o, Straddle Playing board, 2 spring-loaded snapper bank-type sticks, 10 number discs, cue disc, one rack. Load board and shoot with these Magnetel magnetic games, too. 48T1067M—Fun for the entire family. Shipping weight 4 lbs. *Mail while* **$4.88**

## Charge Account $2.95

**M** **Favorite Word Game** as played on [illegible] TV program. Pick letters from revolving drum, then form words, score cards, Charge Account recorders, revolving selector drum, score pads, instr. 2 or more players. 48T919—Ages 8-up. Wt. 2 lbs. **$2.95**

## Seven Keys $2.88

**N** **The Keys For Fun and Knowledge** Exciting question answer game based on popular new TV show. Answer cards in [illegible] 24 categories. Object: win keys to open prize chests. Game board, spinner, pawns, instr. 48T915—Ship. wt. 1 lb. 14 oz. [illegible]

## Concentration $2.99

**P** **Based on Hugh Downs' TV game** 2-5 players match hidden items, numbers to solve picture word puzzle. 60 [illegible] Bonus prize change. Win play money, prize cards, and plastic [illegible]. Ages 8-up. 48T986—Ship. wt. 1 lb. 12 oz. **$2.99**

## Password $1.59

**R** **Home Version Of Popular New TV Show.** Word lists placed in vinyl holders. Panel reveals one word by [illegible], who furnishes clues to partner. Put to clue [illegible] holders, word lists, instr. 4 players. 48T1082—Ages 10-up. Wt. 8 oz. **$1.59**

## Your First Impression $2.77

**T** **Makes a Lasting Impression** [illegible] kids [illegible] TV, players [illegible] famous [illegible] by [illegible]. [illegible] streets, 4 pictures, [illegible] answer cards, 2-4 players. 48T952—Ship. wt. 2 lbs. **$2.77**

## Dick Tracy $2.44

**U** **Calling All Kids!** Join forces with Dick Tracy. Evading crooks, [illegible] moves through streets and alleys [illegible] retrieve stolen goods. Game board, character pieces, cards representing loot. 2-5 players. 48T[illegible]—Ages [illegible] wt. 2 lbs. **$2.44**

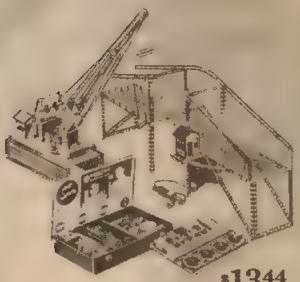
## Video Village $2.22

**V** **Play Popular TV Game at Home** With One Magic Mile, win play money, prizes. 18x[illegible] game board, 3 [illegible] prize cards, [illegible], [illegible] shapes, playing pieces, [illegible] Ages 8-up. 48[illegible]—Ship. wt. 2 lbs. **$2.22**

## Ben Casey $1.79

**W** **Adventures of Popular TV Surgeon** [illegible] Playing board, [illegible] plastic [illegible] cards, dice. [illegible] 2-4 players. Ages [illegible] Wt. [illegible] lbs. 48T[illegible]. **$1.79**

## Standard ERECTOR Sets



$13.44

***145-piece Electric Set**

Build an operating draw bridge or a jet bomber model. Reversing electric motor has 2 power take-offs. It's *UL approved* (110–120-volt, 60-cycle AC). Chest 17x10x3 inches. Steel

49 N 2334—Shpg. wt. 10 lbs.. ..... Set $13.44

$7.99

without batteries

***125-piece Battery Set**

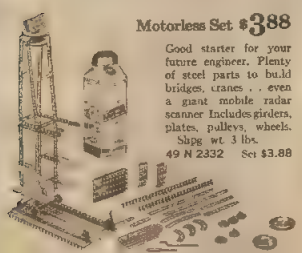
Battery-powered motor lets you build a spinning helicopter or a revolving radar scanner. Cars and trucks, too. Set includes girders, plates, pulleys and wheels. Chest 16x10x3 inches. Steel. Takes 2 "D" batteries. Order below.

49 N 2333—Shipping weight 7 lbs..... Set $7.99

"D" Battery. Shipping weight each 4 oz.

49 N 4660 . .... ..... Each 16¢; 4 for 60c

*You also get many nuts, bolts and washers in sets



**Motorless Set $3.88**

Good starter for your future engineer. Plenty of steel parts to build bridges, cranes . . even a giant mobile radar scanner Includes girders, plates, pulleys, wheels. Shpg wt 3 lbs.

49 N 2332 Set $3.88

Build hundreds of exciting models that are truly realistic in looks and action

# MECCANO SETS

Precision-made gears and moving parts are solid brass or steel. Plates and girders are accurately cut and drilled for exacting fit. They're made in England

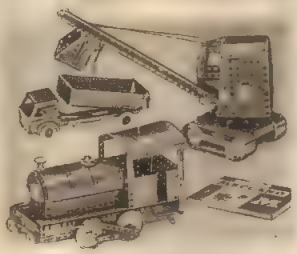
**Build a pulley-operated front-loader tractor, a realistic airplane . . trucks and cars, too**

*160-piece Set **$11.99**

Great way to start a hobby or career in engineering. Builds all kinds of models from simple buildings to exciting moving vehicles. Set includes curved, flat, flanged and flexible plates. Rugged girders, pulleys, wheels, rods and cranks, too. Easy-to-understand instruction booklet included

49 N 2317—Shpg. wt. 5 lbs. 5 oz.. .....Set $11.99

*You also get large number of nuts, bolts and washers in sets

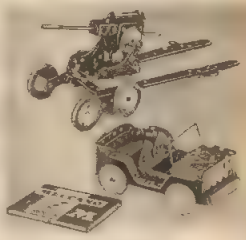


**Build geared construction equipment**

*230-pc. Set **$14.98**

Crank-and-pulley crane, operating dump truck, realistic locomotive. These and many other moving models can be built with hundreds of parts, all carefully detailed for easy assembly. Set includes gears, as well as girders, plates, pulleys, wheels, rods and cranks. Easy-to-understand instructions.

49 N 2318—Shipping wt. 6 lbs. 9 oz.. ....Set $14.98



**Build moving vehicles**

*85-pc. Set **$6.49**

Build a mobile anti-aircraft gun that rises . . a toy jeep that looks real. Set has lots of girders, plates, wheels, pulleys and rods in different shapes and sizes. Comes complete with detailed instruction booklet.

49 N 2327—Wt. 2 lbs. 7 oz.. Set $6.49

**Mechanisms Set makes simple pulley setups to complex differentials**

**$8.49**

Huge variety of precision gears. Fascinating alone, exciting with Meccano Construction Sets Shipping weight 2 lbs 7 oz

49 N 2329. . . . . Set $8.49

**Beginner's Set**

**$4.49**

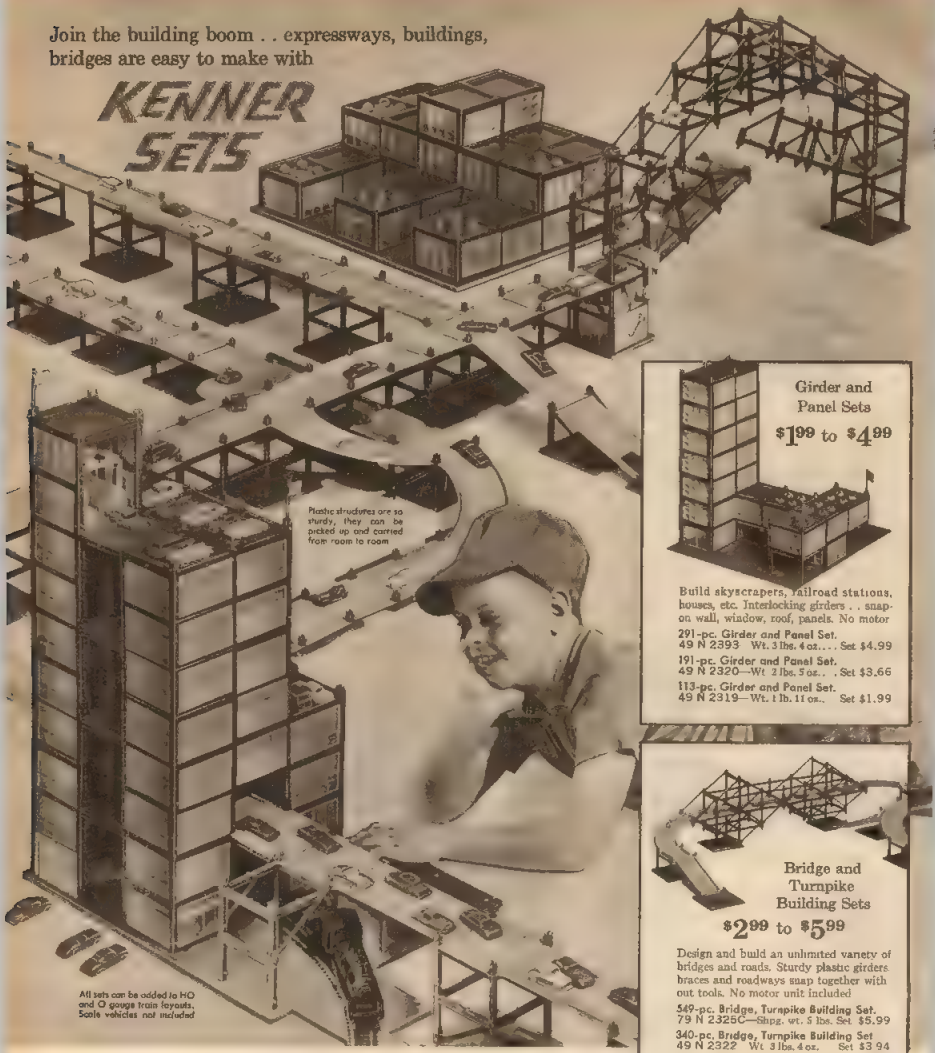
*75 pieces include girders, plates, pulleys wheels and rods. Instruction booklet

Shpg. wt. 1 lb. 12 oz.

49 N 2328 .Set $4.49

Join the building boom . . expressways, buildings, bridges are easy to make with

# KENNER SETS


Plastic structures are so sturdy, they can be picked up and carried from room to room
All sets can be added to HO and O gauge train layouts. Scale vehicles not included

## Girder and Panel Sets

**$1.99 to $4.99**



Build skyscrapers, railroad stations, houses, etc. Interlocking girders . . snap-on wall, window, roof, panels. No motor

**291-pc. Girder and Panel Set.**
49 N 2393 Wt. 3 lbs. 4 oz. . . . Set $4.99

**191-pc. Girder and Panel Set.**
49 N 2320—Wt. 2 lbs. 5 oz. . . . Set $3.66

**113-pc. Girder and Panel Set.**
49 N 2319—Wt. 1 lb. 11 oz.. Set $1.99

## Bridge and Turnpike Building Sets

**$2.99 to $5.99**



Design and build an unlimited variety of bridges and roads. Sturdy plastic girders braces and roadways snap together with out tools. No motor unit included

**549-pc. Bridge, Turnpike Building Set.**
79 N 2325C—Shpg. wt. 5 lbs. Set $5.99

**340-pc. Bridge, Turnpike Building Set**
49 N 2322 Wt. 3 lbs. 4 oz. Set $3.94

**215-pc. Bridge, Turnpike Building Set**
49 N 2321—Wt. 1 lb. 10 oz Set $2.99

## You can build much more with Combination Building Sets

**$7.99 to $14.99** without batteries

Build and run streamlined buildings, elevators, cranes . . most any power-operated structure. Just snap together the few basic parts and watch them come to life with the battery-operated motor unit

Our biggest 921-piece set has *two* motors with switches and electric lights, pulleys, cables, elevator cabs, conveyor belts, other motorized parts and easy-to-read, illustrated planning book

Order "C" batteries at right for motorized sets

**De luxe 921-pc. 2-Motor Girder, Panel, Bridge and Turnpike Building Set.** Order 4 "C" batteries
79 N 2348C—Shpg. wt. 11 lbs. . . . . Set $14.99

**675-pc. 1-Motor Bridge, Turnpike, Building Set** Order 2 "C" batteries, listed below
79 N 2346C Shipping wt. 8 lbs Set $10.44

**612-pc. Bridge, Turnpike and Building Set.** No motor
79 N 2323C—Shipping wt. 7 lbs. . . . . Set $7.99

**"C" Batteries.** Shipping weight each 2 oz
79 N 4665 Each 16c, 4 for 60c

## 30 Metal Cars

Spin around highways and byways with these detailed miniature cars, trucks . . even sleek sports jobs and foreign models. Free rolling. Enameled 1¾ in. long. Japan. Wt. 1 lb. 2 oz
49 N 219. . Set $1.98

# SIDEWALK BIKES AND TRIKES

**A wonderful selection of sidewalk bikes and trikes which would delight any small fry. All feature excellent design, engineering, quality workmanship and built-in safety. Wheel goods are shipped from factories as listed.**

20" DELUXE ROADMASTER SIDEWALK CONVERTIBLE BIKE

16" HEDSTROM CONVERTIBLE SIDEWALK BIKE

**3890TF2619** Converts easily from boys to girls model by simple adjustment of triangle frame. Newly designed welded heavy duty tubular steel frame. Elevator type coaster brake in rear wheel. Semi-pneumatic 2¼" tires are red whitewall, rims Chrome plated, adjustable handle bar of ⅞" steel tubing with white plastic grips. Red and white padded saddle with coil springs, enameled red. Rear luggage carrier. Training outriggers. Wire spoke wheels with 2¼" rubber tires, adjustable and removable. Finished in Flamboyant Red with White trim. Ship wt. 39 lbs.
**F.O.B. Illinois Factory.**
**Mfr's. Sugg. Retail $41.95**

**3944TF2228** Easily converts from boys to girls bike. 20" Multi-Spoke wheels with coaster brake. Semi-pneumatic white sidewall 1 ¾" tires. Chrome-plated handlebars with red plastic grips and white knuckle guards. Chain guard. Large double coil spring saddle, white simulated leather with red trim, chromed crash bar. Pedals of white vinyl. 5" Aluminum finished safety wheels with oil-less bearings and ⅝" tires. Chromed fenders, bottom frame and rear fork. Chain guard and tank trim in white enamel. Top frame, tank, luggage carrier, chain guard, front fork and head collars, finished in Aqua Flamboyant. Ship. wt. approx. 36 lbs. **F.O.B. Mass or Alabama Factory.**
**Mfr's. Sugg. Retail $35.50**

16" HEDSTROM CONVERTIBLE SIDEWALK BIKE

16" HEDSTROM BOY'S OR GIRL'S SIDEWALK BIKE

**3945TF2029** Cross bar converts for use as boys or girls bike. 16" wire wheels with coaster brake. Moulded Mesh bearing front wheel 2¼" Sur-Grip tires. All-Sidewalk tires. Large double coil spring saddle of white simulated leather with red trim, adjustable. White Vinyl cloth. Black pedals. 4" Tubular handlebar adjustable, chrome plated red plastic grips, white knuckle guards. Aluminum finished safety wheels with ⅝" tires. Finished in Flamboyant Red with white trim. Chromed Fenders. Ship wt. approx. 35 lbs.
**F.O.B. Mass or Alabama Factory. Mfr's. Sugg. Retail $32.50**

**3946TF2501** Boy's bar leveled frame with chrome chain guard. 16" multi-spoke wheels coaster brake with 1¾" semi-pneumatic tires with white sidewalls. White vinyl pedals, double lock with sleeve. ¼" adjustable chrome plated tubular handlebar with red plastic grips. Large, adjustable, white simulated leather saddle, double coil chrome springs. 5" safety wheels with oil-less bearings—⅝" tires. Chrome wire truss support with chromed electric head light, red wire luggage rack. Girl's model (see left above) in Flamboyant Blue. Boy's model in Flamboyant Red. Specify model. Ship. wt. approx. 37 lbs.
**F.O.B. Mass. or Alabama Factory**
**Mfr's. Sugg. Retail $37.95**

**3947TF2503**—Tractor, Trailer and Umbrella Mfr's Sugg. Retail $41.95
**3948TF2504**—Tractor Only Mfr's Sugg. Retail $10.50

## FARMALL TRACTOR, TRAILER AND UMBRELLA

Recommended for 3 to 8 year olds. Dent-proof aluminum alloy cast body. Fully assembled except for rear wheels. Anti-friction bearing wheels. Bright Red baked enamel finish with White trim with matching Red umbrella. Chain drive concealed for realistic look. Ship. wt. 60 lbs. Ship. wt. of tractor only 43 lbs. **F.O.B. Iowa Factory.**

## HEDSTROM VELOCIPEDES

2" Tubular frame. Large double coil spring saddle of white simulated leather with red trim. ⅝" Tubular, chrome plated, adjustable handlebar. Chromed truss rod and hub caps. Semi-pneumatic tires with white sidewalls. Flamboyant red finish with white and black trim. **F.O.B. Mass. or Alabama Factory**

| Cat No. | Size | Ship Wt. | Retail |
|---|---|---|---|
| 3947TF1229 | 10" | 21 lbs. | $19.50 |
| 3948TF1348 | 13" | 25 lbs. | 21.50 |
| 3949TF1494 | 16" | 29 lbs. | 23.95 |
| 3950TF1711 | 20" | 35 lbs. | 27.50 |

**Irish Mail Authentic Automobile-Type Transmission with Diamond Chain Drive**

**3715TF1525**—An all time favorite for boys and girls alike from 3 to 10 years. Not only a joy for the youngster to operate, but a genuine means of healthful exercise. Single front wheel eliminates "foot pinch" hazard. Ball-bearing wheels. Firestone semi-pneumatic tires. Rust-proof All-steel lustertized frame with a baked enamel Red finish. Chromium plated handle with hand grips. Dimensions: 29" long, 31½" wide, 21" high. Shipping wt. 28 lbs. **F.O.B. Illinois Factory.** Sugg. Retail $26.95

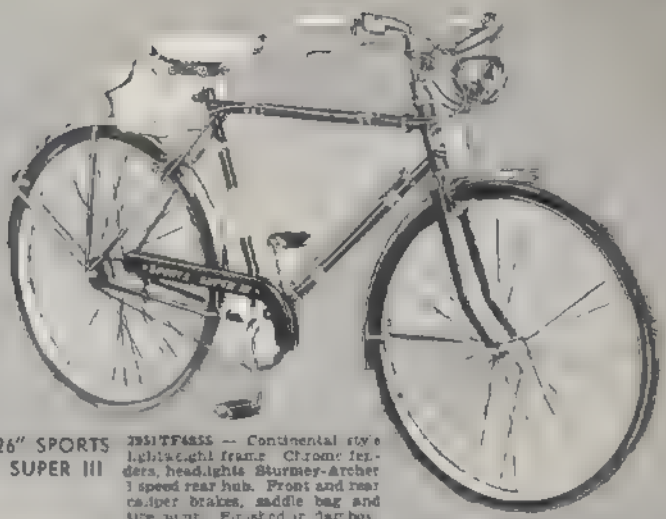


**Hours of Enjoyment for the Children—Place Your Christmas Orders Early**

## THE SUPERB 26" FIREBOLT

**3855TF3854**—The exciting long-line look in bicycles. Columbia unitized frame and carrier tube construction. Columbia Aero tank with twin beam lights at the center bar. American Bendix coaster brake. Chrome Airline fenders. White sidewall tires. Unique handlebar. American two-tone Saddle. Swept-wing chain guard. Ball bearing pedals. Boy's model in **Flamboyant Red or Black**. Girl's model in **Flamboyant Turquoise or Royal Blue**. Specify color and model. Ship. wt approx 52 lbs. F.O.B. Mass. Factory.
**Mfr's. Sugg. Retail $58.95**

AMERICA'S FIRST NAME IN BIKES SINCE 1887

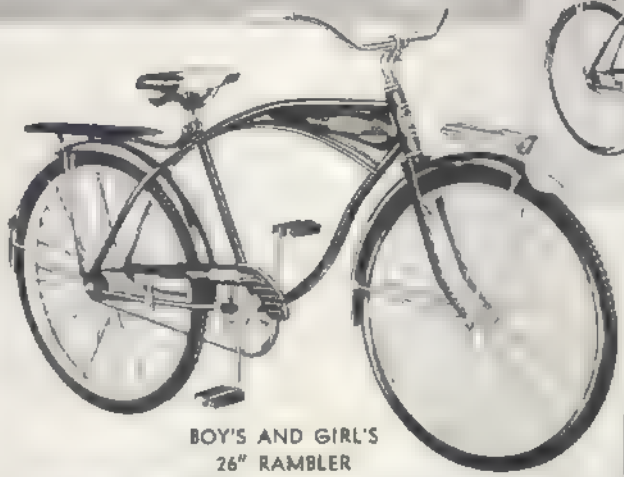


## 26" SPORTS SUPER III

**3951TF4855** — Continental style lightweight frame. Chrome fenders, headlights Sturmey-Archer 3 speed rear hub. Front and rear caliper brakes, saddle bag and tire pump. Finished in Boy's in Red or Royal Blue. Girl's in Blue or Royal Blue. Specify Color and Model. Ship wt 49 lbs. F.O.B. Mass. Factory. **Mfr's Sugg. Retail $69.95**

**3952TF4855**—Same as above without saddle bag, pump or fenders. Boy's in Red or Black (Specify). Girl's in Blue. Specify Model. Ship wt 48 lbs. **Mfr's Sugg. Retail $55.95**

**3951TF3355**—Same as immediately above except with Bendix single speed coaster brake. Boy's in Red or Black (Specify). Girl's in Blue. Specify Model. Ship wt. 47 lbs. **Mfr's. Sugg. Retail $44.95**

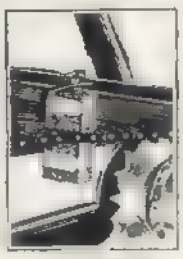


## BOY'S AND GIRL'S 26" RAMBLER

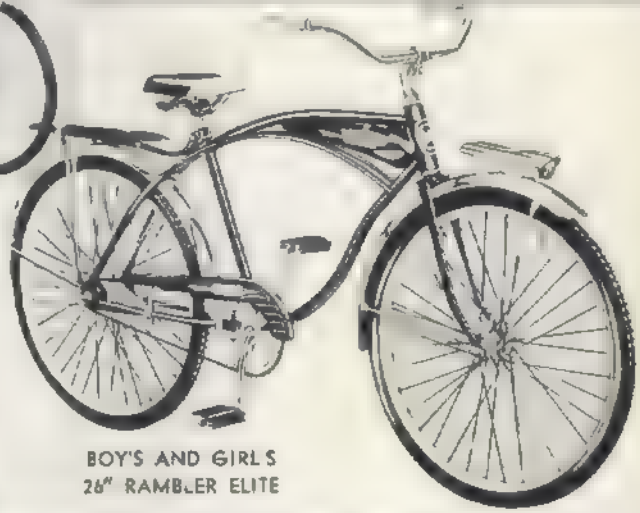
**3954TF3445**—Columbia Cantilever frame on Boy's—straight bar frame on Girl's. Comfort-zone American saddle, strong embossed chain guard. Columbia design tank and rigid pressstressed carrier. Black wall pneumatic tires. White sidewall rims. Standard coaster brake and large chrome and enamel headlight. Baked on two-coat flamboyant enamel finish. Boy's in Red. Girl's in Blue. Specify Model. Ship wt 47 lbs. F.O.B. Mass. Factory. **Mfr's. Sugg. Retail $45.95**

**3955TF3350**—Same as above but 24". Specify Model. Ship wt. 44 lbs. **Mfr's Sugg. Retail $44.95**

Girl's models have the same quality features as Boy's models shown. Please specify model and color.



COLUMBIA LUBRI-KLEEN CHAIN OILER AND CLEANER ON EVERY MODEL



## BOY'S AND GIRL'S 26" RAMBLER ELITE

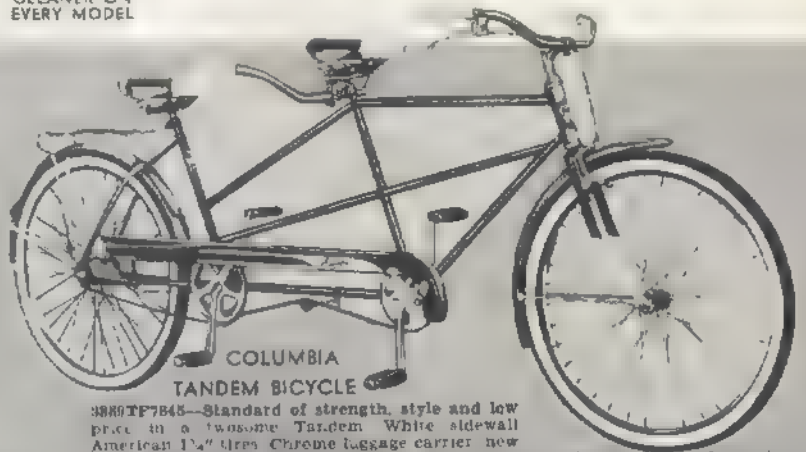
**3934TF4510**—Cantilever frame on Boy's, straight frame on Girl's model. Crescent chrome fenders, Columbia Bermuda chime bell, two-tone American saddle, strong embossed chain guard, press-stressed carrier, easy-flo crank assembly, 1.75" tires, enamel rims. Standard coaster brake, large chrome and enamel headlight, white plastic grips, multi-bead rear reflector, baked-on two-coat flamboyant enamel finish. Boy's model in **Red** with **White** trim, Girl's in Blue with **White** trim. Specify Model. Ship wt. approx 47 lbs. F.O.B. Mass. Factory.
**Mfr's. Sugg. Retail $46.95**

## COLUMBIA 26" TORPEDO

**3851TF3855**—Columbia quality frame with built in tank, sturdy luggage carrier, electric chrome and enamel headlight, 2-tone saddle. Jewelbore Flamboyant enamels. Boy's model in **Flamboyant Red** with **White** trim. Girl's model available in **Flamboyant Turquoise** with **White** trim. Ship wt approx 47 lbs. Specify model. F.O.B. Mass. Factory. **Mfr's Sugg. Retail $49.95**

**3852TF3850**—24" Boy's or Girl's Model. Same features as above. Ship wt. approx. 44 lbs. **Mfr's. Sugg. Retail $49.95**

**3853TF3855**—20" Equipped Boy's or Girl's Model. Ship wt 38 lbs. **Mfr's. Sugg. Retail $47.95**



## COLUMBIA TANDEM BICYCLE

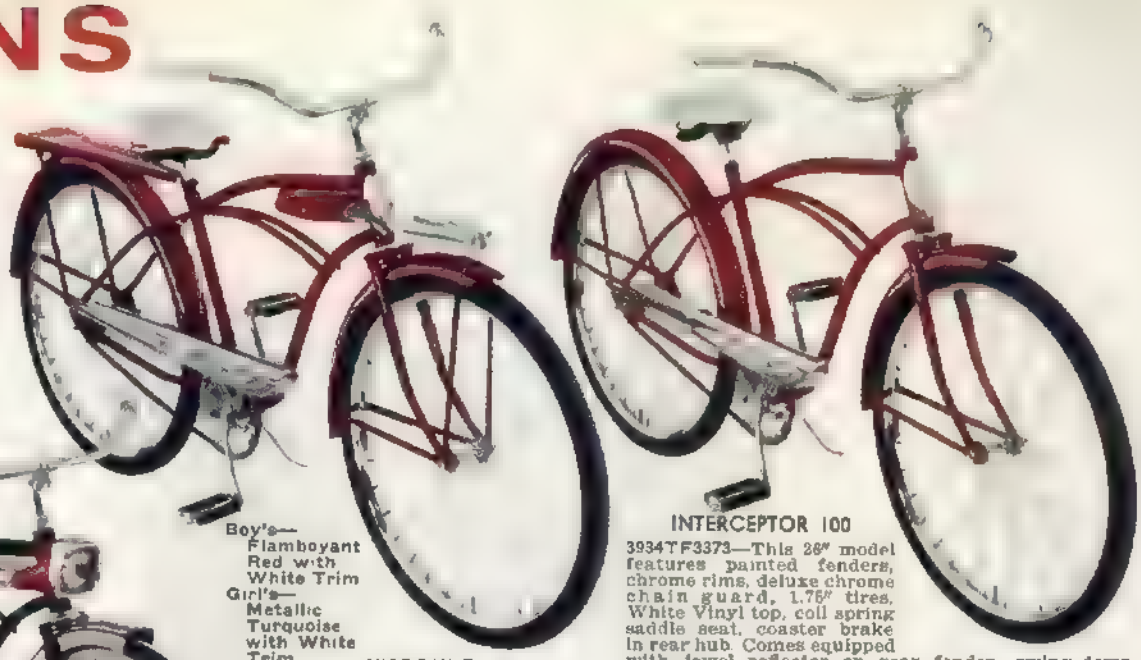
**3889TF7845**—Standard of strength, style and low price in a twosome Tandem. White sidewall American 1¾" tires. Chrome luggage carrier, new reinforced engine for greater strength. Caliper front brake, single speed coaster rear brake. Forged front fork. Comfortable American made two-tone saddle. Beautifully finished in blue baked-on automotive type enamel with striking chrome and silver mylar. Ship. wt. 82 lbs. F.O.B. Mass. Factory.
**Mfr's. Sugg. Retail $89.50**

**3936TF8585**—Same as above but with two-speed coaster brake. Ship. wt. 84 lbs.
**Mfr's. Sugg. Retail $109.50**

# EVANS

## *the style leader*

A wonderful selection of bicycles, sidewalk bikes and trikes which would delight any small fry. All feature excellent design, engineering, quality workmanship and built-in safety.



Boy's—Flamboyant Red with White Trim
Girl's—Metallic Turquoise with White Trim

### VISCOUNT 200

3932TF3844 — This 26" model features painted fenders, chrome rims, deluxe chrome chain guard, 1.75" tires, white vinyl top, coil spring saddle seat, coaster brake in rear hub. Model comes complete with tank, chrome top two-cell electric headlight on front fender; luggage carrier; jewel reflector on rear fender; swing-down kickstand; black plastic ball bearing pedals, white handle bar grips. Ship wt. 51 lbs. F.O B. Mich. Factory. Specify Boy's or Girl's.
Mfr's. Sugg. Retail $53.50

3933TF3781 — 24" Boy's or Girl's Model. Same as above. Ship. wt. 47 lbs. Mfr's. Sugg. Retail $52.50

### INTERCEPTOR 100

3934TF3373—This 26" model features painted fenders, chrome rims, deluxe chrome chain guard, 1.75" tires, White Vinyl top, coil spring saddle seat, coaster brake in rear hub. Comes equipped with jewel reflector on rear fender, swing-down kickstand, black plastic ball bearing pedals, white handle bar grips. Boy's model is Flamboyant Red, white trim, black outline. Girl's model is Midnight Blue, white trim, red outline Ship. wt. 48 lbs. F.O.B. Mich. Factory. Specify Boy's or Girl's.
Mfr's. Sugg. Retail $46.95

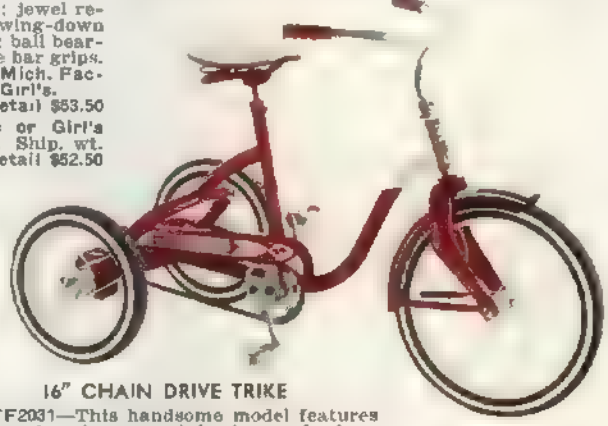
3935TF3310 — 24" Boy's or Girl's Model. Same as above. Ship. wt. 44 lbs. Mfr's. Sugg. Retail $45.95

### VISCOUNT 400

3930TF4219—A smartly designed deluxe 26" bicycle. Features car-style chrome fenders; chrome rims; chrome deluxe chain guard; 1.75" white sidewall tires, deluxe white vinyl top, coil spring saddle seat; coaster brake in rear hub. Complete with plated tank, super deluxe roadlite, chrome carrier, jewel reflector on rear fender, swing-down kickstand, white plastic ball bearing pedals, white handle bar grips. Boy's model is Black with White trim. Girl's model is Midnight Blue with White trim Ship. wt. 54 lbs. F.O.B. Mich. Factory. Specify Boy's or Girl's.
Mfr's. Sugg. Retail $58.95

3931TF4156 — 24" Boy's or Girl's Model. Same as above Ship. wt. 49 lbs.
Retail $57.95

All Wheel Goods on This Page Shipped F.O.B. Michigan Factory

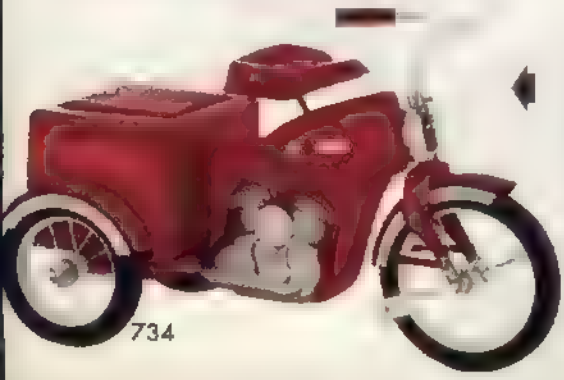


### 16" CHAIN DRIVE TRIKE

3938TF2031—This handsome model features machined spokes, car-style chrome fenders wishbone frame, ¾" chrome handlebar, 1¾" white sidewall semi-pneumatic tires, white plastic saddle seat, black coil springs. Ball bearing front wheel, axle floats in oil-impregnated bearings in rear wheels. Comes equipped with standard chain guard, white handlebar grips, white bow-type pedals. Color: Flamboyant Red, with white trim and black outline. Ship. wt. 36 lbs F.O.B. Mich. Factory.
Mfr's. Sugg. Retail $27.95

20" Convertible Commodore SKY CYCLE Removable Tank Converts to Girl's Model

3937TF2374—Converts to girl's model by removing tank. Features: car-style painted fenders, bicycle-type frame, ¾" chrome handlebar, 1¾" semi-pneumatic tires, white plastic top saddle seat with coil springs. Comes equipped with coaster brake in rear wheel; standard chain guard, training wheels, red handlebar grips, white plastic pedals. Flamboyant Red, white trim, black outline Ship. wt. 36 lbs F.O.B. Mich. Factory.
Mfr's. Sugg. Retail $32.95



### JET PATROL TRIKE CARRYALL COMPARTMENT

3939TF1724 — Resembles an actual motor tricycle. Model has 12" front wheel with 10" rear wheels. Features machined spokes, car-style fenders, special frame, ¾" painted handlebar, 1¾" semi-pneumatic tires, plated hubcaps, fire red metal saddle seat, ball bearing front wheel Equipped with red handlebar grips, carryall compartment with access door, white plastic pedals. Fire Red with white trim and black outline. Ship wt 31 lbs. F.O.B. Mich. Factory.
Mfr's. Sugg. Retail $23.95

### CONSTELLATION VELOCIPEDES CHARIOT DOUBLE-STEP FRAME

Deluxe chrome car-style fender, machined spokes and painted rims. Semi-pneumatic white sidewall tires. White plastic top saddle seat, chrome truss rods, red grips, gauntlets. Black with white and fire red trim. F.O.B. Mich. Factory.

| Catalog No. | Size | Ship. Wt. | Retail |
|---|---|---|---|
| 3940TF1100 | 10" | 21 lbs. | $14.95 |
| 3941TF1200 | 12" | 22 lbs. | 16.50 |
| 3942TF1331 | 16" | 27 lbs. | 18.50 |
| 3943TF1456 | 20" | 30 lbs. | 19.95 |

**Allow Sufficient Time for Shipments from Factory**

# Faribo®

## Blankets in Carefree Washable Wool and Magic Acrilan

ACRILAN® ACRYLIC FIBER **JEWEL**

"Galaxie"

A lightweight blanket that's perfect for summer and as an extra blanket in winter. 100% virgin Acrilan Acrylic . . . machine washable, stain resistant. Unique waffle weave with Lifetime Nylon binding. Green, Blue, Pink, Yellow, Beige, White Specify.

8537C847—72"x90" . . . . . Retail $11.50

Carefree Washable Wool

"Trail Blazer"

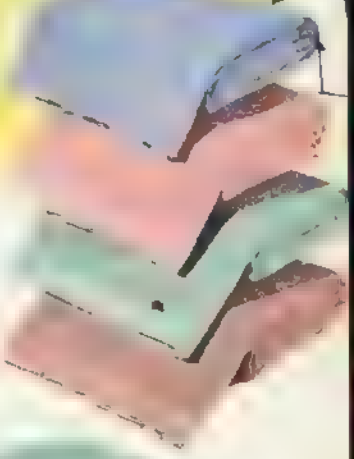
Perfect for lodges, dens, dormitories. 100% pure virgin Wool blanket with wool whipped ends. Closely woven in Canadian styling. Machine washable and machine dryable *10 year guarantee White with Black, Yellow and Red stripes or Red with Black stripes. Specify. 72"x90".

8536C1507—Blanket . . . . . Sugg. Retail $19.95

* Faribo Carefree Wool Blankets are guaranteed for 10 years against shrinkage, moth damage, wearing out of Nylon binding and defective workmanship and material.

100% Washable Wool

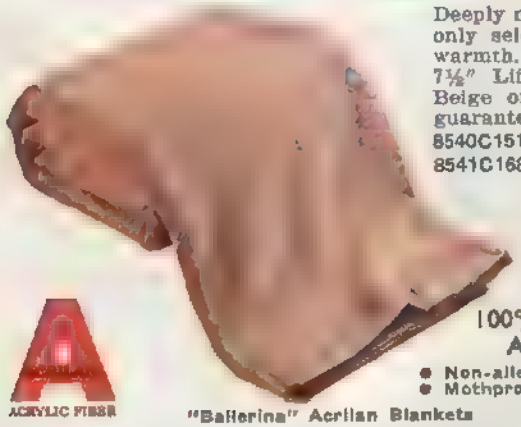
"Moon Glo" Wool Blanket



"Cloud Lite" Summerweight Wool Blanket

A tremendous all season favorite in 100% virgin wool—perfect as a throw in Spring or Fall and for year round pleasure Lifetime Nylon binding Permanently moth proofed Pink, Green, Blue, Yellow, Beige or White Specify.

| | Retail |
|---|---|
| 8538C933—72"x90" Size . . . . . | $12.50 |
| 8539C1120—80"x90" Size . . . . . | 14.95 |



Deeply napped, this deluxe wool blanket has only selected woolen fleeces. Gives superb warmth. Machine washable—machine dry 7½" Lifetime Nylon binding. Pink, Blue, Beige or White colors. Specify. *10 year guarantee.

8540C1513—Twin Size, 68"x90" . . Retail $19.95
8541C1687—Full Size, 80"x90" . . . Retail 22.95

## All Faribo Blankets Are Gift Boxed

"Caprice" Blanket in Twin, Full and King Sizes

ACRILAN® ACRYLIC FIBER

100% Virgin Acrilan

- Non-allergenic
- Mothproof-Mildewproof

"Ballerina" Acrilan Blankets

Fluffy-light warmth in 100% Acrilan acrylic firmly woven of carefully selected virgin fibers to give superb strength and luxurious softness to this winter-weight blanket. Washes and dries by machine! 7" Lifetime Nylon binding. Yellow, Blue, Pink, Beige, Green, White colors. Specify.

8542C1027—68"x90" Twin Size. Specify color . . . . . Sugg. Retail $13.95
8543C1187—80"x90" Full Size. Specify color . . . . . Sugg. Retail $15.95

Carefree Washable Wool

Pure warmth, blissful softness in 100% virgin wool blankets. Carefree . . . just toss into washing machine—tumble dry! Deep nap finish remains after countless washings. *10 year guarantee. Lifetime 7" Nylon binding. Pink, Green, Gold, Beige, White colors. Specify.

8544C1187—Twin Size, 68"x90". Specify color . . . . . Sugg. Retail $15.95
8545C1347—Full Size, 80"x90". Specify color . . . . . Sugg. Retail $17.95
8546C2013—King Size, 90"x108" Specify color . . . . Sugg. Retail $26.95

**Be Sure to Specify Choice of Color**

# Country Casual

## by Ficks Reed

In the hands of the Ficks Reed Craftsmen, the strong but flexible characteristics of rattan are given rich expression. Frames are coated with spar varnish in Natural, Teak, Sandalwood, Tropic Mist or Walnut finish making them adaptable for any room setting. No-sag spring construction with pliofoam reversible cushions upholstered in an all-over cotton Floral Print in tones of Lime, Blue, Brown & Yellow or Olive Green & Turquoise or in a long wearing textone Solid fabric in Eggshell Gold, Turquoise, Brown, Beige, Green, Blue or Lavender. All [illegible] heat, scratches, etc since they have [illegible] tops in Walnut, White, White flecked with Gold, Blonde or French Walnut. A complete catalog of Ficks Reed furniture will be mailed upon request on memo billing of $10.00. Your account will be credited upon return of the catalog. Specify Fabric, Color, Finish and Table Top Finish When Ordering.

15071F6[illegible] High Back Cha[illegible] 34" h. Ship wt. [illegible] lbs. Sugg. Retail $130.50

15072F3719—Ottoman. 24" w. x 26" d. x 17" h. Ship wt. 30 lbs. Sugg. Retail $59.50

15073F5313—End Table with Green & White [illegible] top. Plastic micarta shelf. 17" w. x 2[illegible] x 21" h. Ship wt. 3[illegible] lbs. Sugg. Retail $85.00

15074F4969—End Table as above except with plastic micarta top and shelf. Sugg. Retail $79.50

15075F18750—Sofa with two pillows. 77" w. x 31" d. x 30" h. Ship. wt. 145 lbs. Sugg. Retail $300.00

15076F7500—Occasional Chair. 29" w. x 27" d. x [illegible]" h. Ship. wt. 50 lbs. Sugg. Retail $120.00

15077F7613—Cocktail Table with plastic micarta top. [illegible] x 27" x 17" h. Ship wt. [illegible] lbs. Sugg. Retail $125.00

15078F7719—Arm Chair. 29" w. x 34" d. x 30" h. Ship wt. 55 lbs. Sugg. Retail $123.50

15080F7031—Left Arm Facing Section. 26" w. x 34" d. x [illegible] h. Ship wt. 47 lbs. Sugg. Retail $112.50

15081F7344—Corner Table with plastic micarta top. 22" w. x 22" d. x 19" h. Ship wt. 40 lbs. Sugg. Retail $117.50

15082F6281—Armless Center Section. 24" w. x 34" d. x 30" h. Ship. wt. 46 lbs. Sugg. Retail $100.50

15083F7031—Right Arm Facing Section. 26" w. x 34" d. x 30" h. Ship. wt. 47 lbs. Sugg. Retail $112.50

15084F9063 — Mandarin Chair to add that stylish look to your [illegible]. Brass arm caps. 20" w. x 27" d. x 48" h. Ship. wt. 35 lbs. Sugg. Retail $145.00

15079F7187—End Table with plastic micarta top. Brass drawer pull. Lacquer dipped in Citron, Aqua Sea, White or Lime. 25" w. x 18" d. x 26" h. Ship. wt. 140 lbs. Specify. Sugg. Retail $115.00

15085F6406—Casual Chair with graceful lines and casual elegance. Woven seat and back. 28" w. x 27" d. x 25" h. Ship. wt. 30 lbs. Sugg. Retail $102.50

# Cast Iron and Aluminum Lawn and Garden Furniture

The tradition of the South with the modern touch. Authentic reproductions of lawn and garden furniture that give more than a lifetime of service and wear. Every piece craft-patterned from original museum plates. Every detail classically reproduced. Three coat finishing process assures lasting charm and lasting beauty. Finished in durable White baked-on enamel. Choice of Aluminum or Iron. F. O. B. Indiana Factory.

### GRAPE AND LEAF DESIGN

10770F1306—Armless Chair. Aluminum. 15" wide, 26" high. Seat 9" deep. Ship. wt. 15 lbs. Sugg. Retail $20.95

11143F1128—Armless Chair. Same as above in Iron. Ship. wt. 40 lbs. Retail $17.95

10771F2250—Lawn Settee. Aluminum. 4 legs with cross support, 34" long, 23" high. Seat 12" deep. Ship. wt. 30 lbs. Sugg. Retail $35.50

11141F1840—Lawn Settee. Same as above in Iron. Ship. wt. 65 lbs. Retail $29.50

10988F1021—Coffee Table. Aluminum. 21" diameter, height 14". Ship. wt. 13 lbs. Sugg. Retail $16.50

11143F881—Coffee Table. Same as above in Iron. Ship. wt. 33 lbs. Retail $12.95

10989F1721—Round Chair. Aluminum. 18" wide, 26" high. Seat 12" deep. Ship. wt. 16 lbs. Sugg. Retail $27.50

11141F1306—Round Chair. Same as above in Iron. Ship. wt. 48 lbs. Retail $20.95

10990F6275—4-Pc. Lawn Set. Aluminum. Chair-Lawn Settee-Coffee Table-Round Chair. Deep [illegible]. Ship. wt. 76 lbs. Sugg. Retail $100.50

11143F5075—4-Pc. Lawn Set. Same as above in Iron. Ship. wt. 186 lbs. Ret. $81.50

### CLASSIC DESIGN

10991F1188—Classic Chair. Aluminum. Ship. wt. 15 lbs. Sugg. Retail $18.95

11148F950—Classic Chair. Same as above in Iron. Ship. wt. 28 lbs. Retail $14.95

10992F1009—Coffee Table. Aluminum. Diameter 21¼", height 17½". Ship. wt. 13 lbs. Sugg. Retail $15.95

11149F823—Coffee Table. Same as above in Iron. Ship. wt. 29 lbs. Retail $12.95

11048F3581—Round-Tree Bench. Aluminum. To fit 32" diameter tree. Ship. wt. 175 lbs. Sugg. Retail $89.50

11150F4750—Round-Tree Bench. Same as above in Iron. Ship. wt. 200 lbs. Sugg. Retail $75.95

11049F4894—Round-Tree Bench. Aluminum. To fit 48" diameter tree. Ship. wt. 230 lbs. Sugg. Retail $70.50

11151F3919—Round-Tree Bench. Same as above in Iron. Ship. wt. 150 lbs. Sugg. Retail $62.95

11050F2671—Classic Bench. Aluminum. Length 39". Ship. wt. 35 lbs. Retail $42.95

11152F2044—Classic Bench. Same as above in Iron. Ship. wt. 69 lbs. Retail $42.95



**No C.O.D. Orders Accepted on Factory Shipped Merchandise**

## DOLLS, MINIATURE

A & H Doll Mfg Corp 43-12 50 St Woodside 77 LI NY
Ace Toy Mfg Corp 536 Broadway NYC 12
Active Doll Corp 144 Spencer St Brooklyn 5 N Y
Admiration Dolls Inc 99 Greene St NYC 12
Admiration Toy Co 514 W 147 St New York 31 N Y
American Doll & Toy Corp 1107 Broadway NYC 10
Banner Plastics Corp 80 Beckwith Av Paterson 3 N J
Block Doll Corp 29 Jumel Pl New York 32 N Y
Blumberg H J Co 200 5 Ave NYC 10
Blume J T Inc 569 Broadway New York 12 N Y
Bonnie Bilt Inc 216 Lawrence Av Lawrence L I N Y
Chiquita Trinkets Inc 146 N E 23 St Miami 37 Fla
Cosmopolitan Doll & Toy Corp 134-20 Jamaica Av Jamaica N Y
Dakin R & Co 12 2 St San Francisco 5 Calif
Dandee Doll Mfg Co 428 N 13 St Phila 23 Pa
Denney Elsie P O Box 2809 Honolulu Hawaii
Dolls of Hollywood 1730 22 St Santa Monica Calif
Effanbee Doll Corp 200 5 Ave NYC 10
Elite Creations Inc 43-23 91 Pl Elmhurst 73 N Y
FLAGG DOLLS 94 Bolyston St Jamaica Plain Mass
Giles & Co P O Box 472 Honolulu Hawaii
GOLDERGER DOLL MFG CO INC 538 Johnson Ave Brooklyn 37 N Y
Greenberg J M Inc 57 Front St Brooklyn 1 N Y
Healthways P O Box 61061 Los Angeles 61 Calif
Hedaya & Co 39 W 37 St NYC 18
Horsman Dolls Inc 200 — 5 Av New York 10 N Y
Ideal Toy Corp 200 5 Ave NYC
Irwin Corp 200 Fifth Av New York 10 N Y
Jolly Toys Inc 459 W 15 St New York 11 N Y
LINES BROS INC 236 5 Av New York 1 N Y
MARCO MUSIC CRAFTS CO P O Box 118 325 W 16 St New York 11 N Y
Marx Louis & Co 200 5 Ave NYC 10
Mattel Inc 5150 Rosecrans Ave Hawthorne Calif
Multiple Prods Corp 1260 Zerega Ave Bronx 62 N Y
Nancy Ann Storybook Dolls Inc 424 9 St San Francisco 3 Calif
National Potteries 26401 Richmond Rd Bedford Ohio
Oxenfeld Leathercraft Co 2831-37 Olive St St Louis 3 Mo
P M A Dolls Inc 200 5 Ave New York 10 N Y
PAYTON PRODS INC 200—5 Av New York 10 N Y
PLASTIC FOAM SEAL CO 15333 Rayen St Sepulveda Calif
Princess Anna Doll Co 29 Jumel Pl New York 32 N Y
PROGRESSIVE DOLL ACCESS CORP 200 5 Ave Rm 1450 New York 10 N Y
Red Seal Novelty Co 2647 N Howard St Philadelphia 33 Pa
Rosemary Dolls Mfg Co 500 W 180 St New York 33 N Y
Rosette Doll Co 217 Jackson St Lawrence Mass
Royal Doll Mfg Co 126 W 22 St New York 11 N Y
Standard Doll Co 23-83 31 St Long Island City 5 N Y
Stashin Doll Co 1 Joyce St West Orange N J
Sun Rubber Co 9 Fairview Av Barberton Ohio
VALENTINE DOLLS INC 200 5 Ave New York 10 N Y
Vogue Dolls Inc 184 Commercial St Malden 48 Mass
Warren Paper Prods Co (Built-Rite Toys Div) 3200 South St Lafayette Ind

## DOLLS, MUSICAL

A B C Toys Inc 482 Broadway NYC
A & H Doll Mfg Corp 43-12 50 St Woodside 77 N Y
ALLIED DOLL AND TOY CORP 4116 1 Av Brooklyn 32 N Y
Arcadia Doll Co 605 E 132 St Bronx 54 N Y
Cardinal Doll Corp 98 Berriman St Brooklyn N Y
Commonwealth Toy Novelty Co 200 5 Av New York 10 N Y
Coronet Toy Mfg Co 1121 Post St Seattle 1 Wash
FLAGG DOLLS 94 Boylston St Jamaica Plain Mass
GOLDBERGER DOLL MFG CO INC 538 Johnson Ave Brooklyn 37 N Y
Hardy M Different Musical Novelties 220 5 Ave New York N Y

**DOLLHOUSE DOLLS**

Now—the most perfect, most lifelike miniatures available—exactly scaled to fit the rooms and furnishings of standard doll houses. Flexible dolls can be bent and placed in every natural position. Hand painted, gaily dressed. New line Nationality Dolls also ready. Over 100 dolls.

Write today for

*NEW CATALOG*

**FLAGG FLEXIBLE DOLLS**
**94 BOYLSTON STREET**
**JAMAICA PLAIN, MASS.**

# Lamps

## For Home And Office

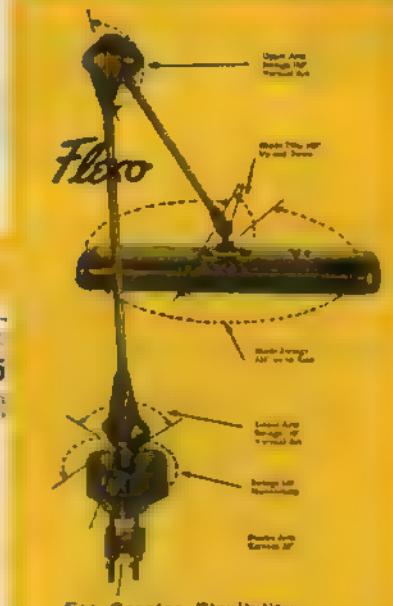
"FLEXO" Fluorescent Industrial-Type Lamps

1178EE1575—Clamp-on model. 38" Double arm extension attaches easily, in any position, to factory benches, tables, desks, industrial and business machines—any surface up to 3" thick. Bronze finish. Complete with two 15 watt bulbs. A. C. Ship. wt. 10 lbs. Mfr's. Sugg. Retail **$23.25**

1179EE2510—Floor Model. Same as above but with 37" black steel iron base. Ship. wt. 33 lbs. Mfr's. Sugg. Retail $37.25

"FLEXO" Adjustable Fluorescent Desk Lamp

1185EE2110—Weighted base with pen and pencil grooves and rubber mounting. Double arm extension of 6" Statuary Bronze baked enamel finish with inner surface of reflector in washable Litex white enamel. Complete with fluorescent tubes. A. C. only. Ship wt. 24 lbs. Sugg. Retail **$31.25**




For Greater Flexibility Buy Flexo

**FLEXO—LITEMASTER—FLEXARM**

- Automatic Starter Switches
- Beautiful Baked Enamel Finish
- Steel Shades and Reflectors
- Die Cast Desk Bases
- Designed for Maximum Light
- Strain-Relief Cords
- U.L. Approved Enclosed Wiring
- 105-125 V., 60 Cycle, A.C.

1894EE1510—This smart fluorescent lamp is an impressive addition to the finest desk. Sturdy, weighted die-cast base, rubber protective knobs. Curved upright shaft brings light forward over greater working area. Reflector specially designed for maximum efficiency. Beautiful Bronze baked enamel finish. Ht. 14½", shade 18½". Complete with two 15 watt tubes. AC only. Ship. wt. 12 lbs. Mfr's. Sugg. Retail **$22.25**

"LITEMASTER" Fluorescent Desk Lamp with Telechron Clock

1378EE1835—New distinctive lamp with 3½" electric clock. Steel shade with White porcelain enamel reflector which eliminates glare. Rubber base protectors. Automatic on-off switch. Die cast base 6¾" x 9". Ht. 14¾". Choice of Bronze or Gray finish—specify. AC only. Ship. wt. 11 lbs. Mfr's. Sugg. Retail **$27.25**

*the ever dependable gooseneck features unlimited ease of placement of light*

"FLEXARM" Desk Lamp

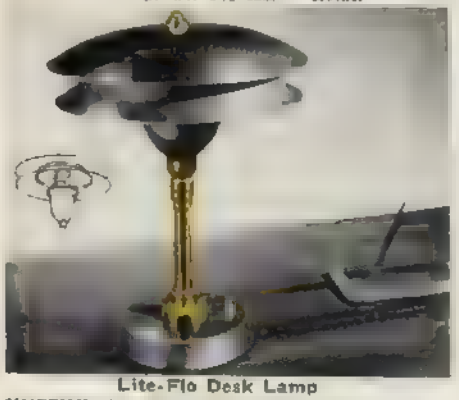
1231EE1175—Shade may be adjusted to any height 8" to 14". Ideal for precision work for the home, for the office, etc. Rubber bumpers on metal, non-magnetic base. Automatic on-off switch. Base 5 x 7½". Bronze finish. Washable porcelain White enamel reflectors. AC only. Two 15 watt fluorescent tubes. Ship. wt. 9¾ lbs. Retail **$17.25**

"FLEXARM" Desk Lamp

1231EE1875—Scientifically constructed for cool, glare-free light. Adjustable shade from 8" to 14". Automatic on-off switch. Rubber bumpers on metal 5 x 8", non-magnetic base. Bronze finish. Washable porcelain White enamel reflectors. AC only. One 15 watt fluorescent tube. Ship. wt. 8 lbs. Mfr's. Sugg. Retail **$12.10**

"SIGHTMASTER" Fluorescent Desk Lamp

1863EE1375—Scientifically designed to give an ideal desk light. Spring-balanced 18" counterweighted steel swivel arm will stay at any angle without drooping. 6" diameter cast base rubber padded to protect surfaces from marring. Shade 18" x 5½". Ht. 16". Complete with two 15-watt tubes. AC only. Bronze finish. Ship. wt. 12 lbs. Mfr's. Sugg. Retail **$20.25**



Lite-Flo Desk Lamp

9194EE1067—A smart looking incandescent lamp for desk, table etc. Lite-Flo shade features more light with no glare and is 11" in diameter. Padded and weighted base is 7" in diameter. Brass plated finish. Height of lamp is 16". 100 watt capacity. Available in Antique Bronze over nickel, English Bronze or Gray. Specify finish. Ship. wt. 10 lbs. Retail **$15.95**

Sightmaster Desk Lamp

9169EE1000—The ideal incandescent lamp for piano, desk, table etc. Spring-controlled arm provides complete adjustment in height, angle or position—stays put where placed. Shade is 12" in diameter and projects 15 inches. Height adjusts 13" to 21". Padded base 6½" in diameter. Dished Brass reflector, deep colored shade. Brass plated with Bronze Finish English Bronze. Ideal decorative 100 watt capacity. Ship. wt. 9 lbs. Retail **$14.95**

"Lite-Flo" Adjustable Desk Lamp

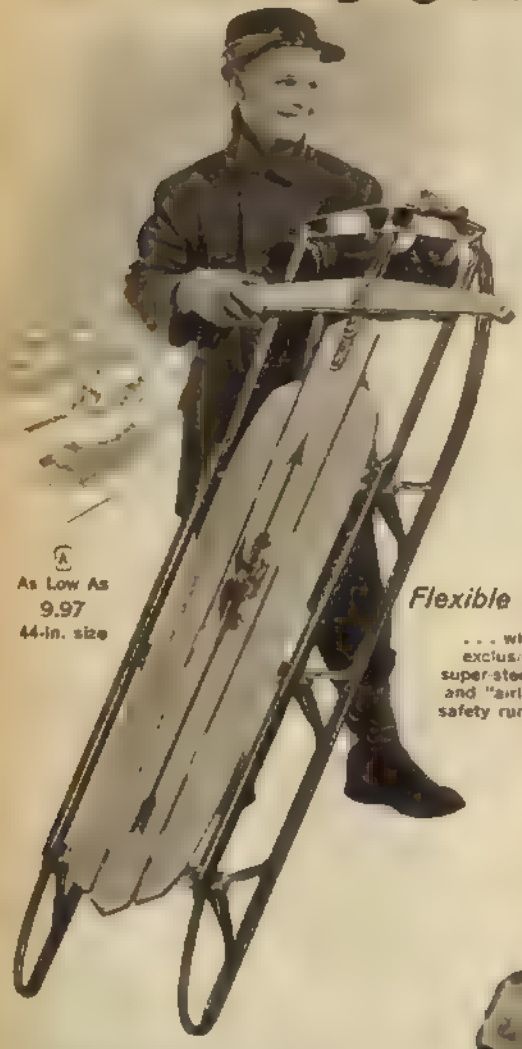
1137EE1315—America's finest visual aid for office, home or institution. 3-Way Switch. Heavily weighted base 10½" dia. felt padded. Brass Plated Arm Swings Around to any position and projects 12½". Height 14½". Available in Bronze or Gray finish. Specify. Ship. wt. 15 lbs. Retail **$19.95**



**Prompt Shipments from Bennett Brothers—Chicago and New York**

# the best thing Next to Snow

*sleek, easy-gliding sleds—extra-flexible, extra-strong*



Flexible Flyer

. . . with exclusive super-steering and "airline" safety runners

[A] As Low As 9.97 44-in. size

[C] As Low As 7.97 48-in. size

[D] As Low As 4.47 40-in. size

[C] **GARTON "COMET" SLED.** Grooved steel safety runners. "T" steering mechanism turns sharply. Strong steel knees support the hardwood deck. Durable high-gloss finish.

X 923-5722 A—Four knee supports. 48-in. 14 lbs.** ..... 7.97
X 923-5730 A—Six knee supports. 54-in. 15 lbs.** ..... 9.47
X 923-5748 A—Six knee supports. 60-in. 15 lbs.** ..... 10.47
X 923-5755 A—Eight knee supports. 66-in. 16 lbs.** ..... 12.47

[D] **GARTON "SILVER STREAK" SLED.** T-shaped grooved runners have no sharp edges—an important safety feature for your child. Extra flexible for easy steering. Steel knee braces give dependable support to deck. Hardwood body with durable varnish finish.

X 923-5763 A—Four knee supports. 40-in. 16 lbs.** ..... 4.47
X 923-5771 A—Four knee supports. 46-in. 20 lbs.** ..... 5.77
X 923-5789 A—Six knee supports. 52-in. 22 lbs.** ..... 6.97
X 923-5797 A—Six knee supports. 58-in. 24 lbs.** ..... 7.97

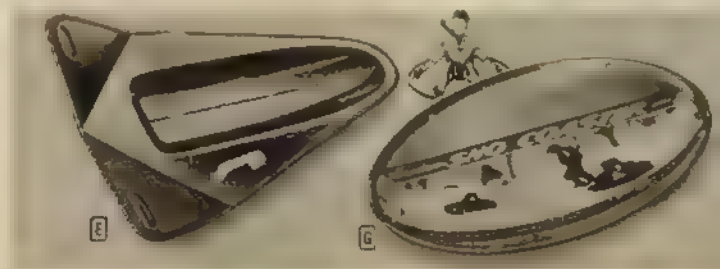
[A] **"FLEXIBLE FLYER" SLED.** White ash deck, hard varnish finish. Grooved steel safety runners. Chromed auto-type bumper. Extra flexible; "super-steering." Sturdy steel knees support deck.

X 923 5805 A—4 knee supports. 44-in. 11 lbs.* . 9.97
X 923 5813 A—4 knee supports. 51-in. 13 lbs.* . . 12.47
X 923-5821 A—4 knee supports. 55-in. 18 lbs.** . 14.47
X 923-5839 A—6 knee supports. 60-in. 20 lbs.** . 15 97

[B] **BABY PUSHER SLED.** Bundle up baby sit him down—he's off for a pleasant ride in the snow. He's held securely, comfortably in this quality-constructed 36-in. sled. Pusher and frame made of sturdy steel tubing and strip steel with finely finished wood back. T-shaped grooved runners are curled at ends for added safety. Convenient 34-in.-high handle makes sled easy to manage. Great for baby's winter outings.

X 923-5672 A—Wt. 15 lbs.* ..... 6.88

[B] 6.88



[E] [G]

[J] [H]

[E] **"SNO WING."** Versatile 37-in. steel coaster combines the fun of a toboggan with the control of a sled. Easy to direct just by leaning to desired side. Speed and fun galore. Extra safety factor—no dangerous projections or sharp corners. Goes equally well in deep or packed snow.

X 923-5680 A—Shipping weight 10 lbs. ** ..... 4.77

[G] **"SNO COASTER."** Shaped like a saucer to spin and turn as it slides gaily down snowy slopes. Controlled by simply shifting weight. Strong and sturdy aluminum that will not rust. No sharp edges. Two reinforced tow rope holes. Two web handle loops. 25-in. diameter.

X 923-5698 A—Shipping weight 3 lbs. 2 oz. * ..... 3.77

[H] **WINGEES BEGINNER'S ICE SKATES.** Designed especially for the younger set. Easy skating for even the smallest tot on dual-runner cadmium-plated blades that help build confidence on the ice. Lightweight, yet built to resist rust and breakage. For tots up to 6 years.

X 923-5706 A—Shipping weight 1 lb. 2 oz. ..... Pair 1.47

[J] **ZIPEES SNOW SLIDERS.** A laugh-a-minute snow toy that combines the thrills of skating, walking, and sliding on ice or snow. Sturdy plastic over-the-shoe slider has slip-resistant inner foot tread. Spring action secures slider to shoe. Perfect for children from 2 to 6 years old.

X 923-5714 A—Shipping weight 1 lb. 6 oz. ..... Pair 2.27



*Semi-mailable—see page 81. **Not mailable—pay shipping charges on delivery.

$17.99

## Haul big loads with our Wooden Stake Wagon

Easily converts to a speedy coaster . . just remove sides. Clear varnished hardwood 36-inch body, 8½ inches deep with sides. Reinforced with steel cleats, box rods. Moves on nylon bearings that can't "freeze" or rust. 10-in wheels with 1¾-inch semi-pneumatic tires. Easy to steer, even on sharp turns. Red and white enamel trim

**79 N 8060L**—Shipping weight 41 lbs. . . . . **$17.99**

NOTE: Items partly assembled . . easy to set up

No scraped knuckles or pinched fingers . . Wagons 1, 3 and 4 have new Fit Grip Handles with smooth, rounded edges

1 $5.99

3 $9.66



4 $7.99

## Wagon Trail Cover

Use as a tent or put it on any wagon 27 inches long or longer to make a covered wagon. If each of your pals gets one, you can form a wagon-train just like the pioneers traveled in. Over 30 inches high. 3 wire hoops included. Cover is made of tear resistant cotton

**79 N 8104C**—Shipping weight 5 lbs. . . . . **$3.99**

2 $3.88

## Wagon thrills for little fellows

1 **Small size.** 13x28 inches long. All steel body with turned edges. 7-inch wheels with 1¾-inch semi-pneumatic tires. Graphite bearings never need oil. Bright red with black trim

**79 N 8103C**—Shipping weight 18 lbs. . . . . **$5.99**

2 **Tot's-size.** 12x24 in. long. Steel body, turned edges. 6-in. wheels, ¾ in. rubber tires. Red.

**79 N 8107C**—Shipping weight 12 lbs. . . . . **$3.88**

## Our Biggest Wagons have ball-bearing wheels for a smoother, quieter ride

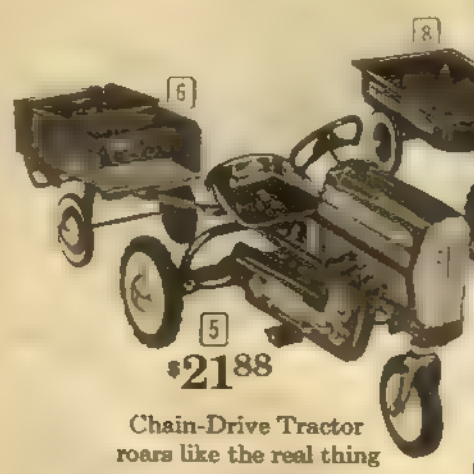
Rugged, sleek styling your pals will really admire. Heavy gauge 1 piece steel body has rolled edges. Semi pneumatic molded rubber tires. Rugged U bar axle braces. Bright maroon with black trim

3 **Large-size.** 17½x36 inches long. 10-inch wheels 1⅜ inch tires.

**79 N 8126L**—Shipping weight 32 lbs. . . . . **$9.66**

4 **Medium-size.** 15½x34 inches long. 8½-inch wheels. 1¾-inch tires.

**79 N 8105L**—Shipping weight 28 lbs. . . . . **$7.99**



5 $21.88

7 $16.88

9 $17.88

10 $6.44

11 $3.33

## Chain-Drive Tractor roars like the real thing

5 **Tractor.** Broad 22-inch wheel base, heavy duty semi-pneumatic tires. Detailed steel chassis with 8 plastic "sparkplugs," mounting step plate. Ball-bearing drive, adjustable spring seat. Hitch. Ball bearing 10-in. rear, 8-in. front wheels. Red. Over-all 37x25 inches high.

**79 N 8922L**—Shipping weight 35 lbs. . . . . **$21.88**

6 **Matching Dump-Trac with seat.** Steel. 8-inch wheels. 33x15½ inches.

**79 N 8917C**—Shipping weight 16 lbs. . . . . **$6.88**

**Tractor and Dump-Trac Outfit.** *Save $2.77. Separate prices total $30.76*

**79 N 8925L2**—Shpg. wt. 51 lbs. . . . . **$27.99**

7 **Chain-drive Tractor.** Compact 17½-inch wheel base. Steel frame, adjustable ball-bearing drive. Adjustable, spring-mount bucket seat, hitch. 8-in. front wheel, 10-in. rear wheels with tractor tread semi-pneumatic tires. 37 in. long, 26 in. high. Yellow, red trim.

**79 N 8967L**—Shpg. wt. 26 lbs. . . . . **$16.88**

8 **Trailer.** Steel, 7½-inch wheels. 32 in. long. 15 in. high. Red.

**79 N 8923C**—Shpg. wt. 10 lbs. . . . . **$5.99**

**Tractor, Trailer Outfit.** *Save $2.00.* Shipping weight 35 lbs.

**79 N 8926L** . . *Separately $22.87* . . **$20.87**

9 **Chain-drive Speedster.** 2-to-1 gear ratio for faster speeds. Adjustable steel seat. Footrest. Ball-bearing connecting rod, drive shaft, rear axle support and chain drive enclosed. Ball-bearing wheels, 8-in. front, 12-in. rear. Semi-pneumatic tires. 35 in. long. Red with white trim.

Shipped by freight (rail or truck) or express. Shipping weight 35 pounds.

**79 N 8927N** . . . . . **$17.88**

10 **38x34 inch high Scooter.** Ball-bearing 10-in. wheels 1¼-in. tires. All-steel construction. Complete with brake, fender, parking stand. Maroon. Shipping weight 15 pounds.

**79 N 8801C**. . . . . **$6.44**

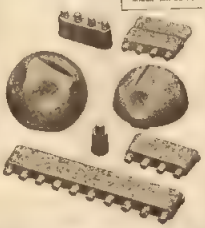
11 **31x29-inch high Scooter.** 6-inch wheels ¾ inch tires. All-steel construction. Has parking stand. Bright red finish.

**79 N 8809C**—Wt. 7 lbs. . . . **$3.33**

Build a house big enough to play in . .
and strong enough to stand on . .

## Flintstones Building Boulders
by KENNER

Roll ball and knock 'em down



**$5.32 to $11.95**

Foam plastic boulders are strong, yet amazingly light in weight . . interlocking shapes fit together snugly to form cars, castles, chairs—even boats that float

Red, blue, yellow-flecked boulders, 6 to 24 in. long. Also take-apart balls.

155 Boulders, 2 take-apart balls.
79 N 4695L—Wt. 6 lbs.... Set $11.95

100 Boulders, 2 take-apart balls.
79 N 4694L Wt. 5 lbs.. . Set $8.32

56 Boulders, 1 take-apart ball.
49 N 4693—Wt. 3 lbs. 2 oz....Set $5.32

Only $3.89

Low as $2.29
29 pc. set

### Jumbo Building Blocks . . strong, corrugated fiberboard

Honeycomb construction . . can support over 200 lbs. Fully assembled Educational . . used by schools. 12 blocks, each 12x3x6 in. high. Can be wiped clean
79 N 4705L–Shpg. wt 9 lbs. Set $3.89

### Extra-large Wood Blocks by FISHER-PRICE

For building fun. Light, easy to handle . smoothly sanded pine. Splinter-resistant, split-resistant. In assorted shapes and sizes 1¾ inches thick.
79 N 4696C–79 pcs. Wt. 19 lbs. Set $9.98
79 N 4664C–41 pcs. Wt. 11 lbs. Set 4.59
79 N 4663C–22 pcs. Wt. 6 lbs. Set 2.29

Space Wheel

Moon Orbit

Rocket Ride

*Build your own battery-powered Space Carnival*

**$6.99 to $13.99**
Without batteries

## Disneyland Construction Sets by WEN-MAC

**Big pieces snap together . . no bolts, nuts, glue or screws. Over 2 ft. high. For ages 4 to 9**

Rugged . with big-rivet detail of structural steel. High-impact plastic resists breaking. Order 2 "D" batteries for each set.
79 N 4759C—Space Wheel, 8 Capsules. Wt. 8 lbs.... Set $ 8.99
79 N 4760L—Moon Orbit, 2 Capsules. Wt 5 lbs. .Set 6.99
79 N 4761L—Rocket Ride, 8 Capsules. Wt. 10 lbs...Set 9.99
79 N 4762L—3-in-1 . . make any ride. Wt. 15 lbs. . .Set 13.99
79 N 4660— D" Battery Wt 4 oz. Ea. 16c; 4 for 60c

## Big Child-size Fiberboard Folding Playhouse

### Firehouse
**$6.66**

Gaily printed in red brick and wood design . yellow, black and white lettering, decorations. Window on side. Wide door shows pictured equipment hoots, axes, hoses 44x38x54 in. high. No accessories. For fireman's helmet set see page 143. Shpg. wt 13 lbs.
79 N 1462L $6.66

### Gas Station
**$4.44**

Complete service here for your truck or racing car. And plenty of room to crawl inside. Printed in white brick design decorated in blue, red and black. Double swinging doors. 2 windows. 37x19x46 inches high over all. Shpg. wt 9 lbs.
79 N 1461C . $4.44

$4.69 w. most battery

**Battery-drive Supercar travels along 8 mystery-action courses**

Does draw doodles, zigzags, ground loop the loops figure 8's, Virginia reel, stop-and-go, circles—even runs straight 11-inch plastic car goes its wild way by inserting one of the magic cams. Order 1 "D" battery below at right

49 N 5795 Shipping wt. 1 lb. 8 oz. . . $4.69

97¢ w. most batteries

**Siren Police Car flashes light**

Goes forward and reverse by remote control. 7¾-in. enameled steel, chrome-color trim. Japan. Order 2 "D" batteries below at right.

49 N 4218—Shipping wt. 6 oz. . 97c

$3.89 w. most batteries

**Roof of T-bird slides into trunk**

Runs, steers by remote control. 9¼-in. steel. Japan. Order 2 "D" batteries below right.

49 N 4266—Shpg. wt. 1 lb. 6 oz. . . $3.89

Tank goes forward or reverse . . turns left or right
Mark mine to show where you hid the mines
Guide your tank by remote control . .
EXPLODES
if it hits a hidden mine in this 4x3-foot battlefield
Sold only at Sears $5.99 w. most batteries

It's a game—hide 10 magnetic mines beneath the cloth battlefield. Only your map shows you how to maneuver remote-control tank across field without "blowing up". 10¼-inch plastic tank builds quickly, 6 maps. From Japan. Order 2 "D" batteries below

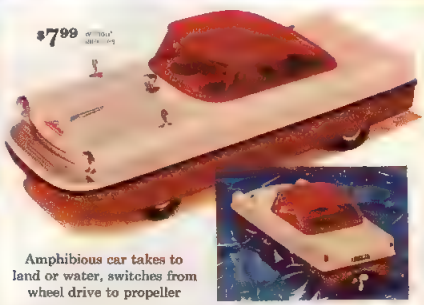
49 N 4211—Shipping weight 3 pounds. . . . . $5.99

$7.69 w. most batteries

**Tractor goes forward or reverse, even steers, blade lifts and lowers—all by remote control**

Does 9 exciting actions—just like the big Ford Industrial Tractor. 20-inch scale model has pistons that light up and hood operates. Extra scoop in back that picks up dirt, raises and dumps it. Heavy gauge enameled steel. From Japan. Order 2 "D" batteries at right

49 N 4254 Shipping weight 3 pounds 12 ounces. . $7.69



$7.99 w. most batteries

**Amphibious car takes to land or water, switches from wheel drive to propeller**

Speeds along on the ground in a circle or straight away. Push lever and watch it knife through water like a sport cruiser. Propeller shifts left or right to change course. Metal and plastic body is watertight. 11 inches long. From West Germany. Order 2 "D" batteries at right

49 N 5837 Shipping weight 1 pound 4 ounces. $7.99

**"D" Battery.** Shipping wt. each 4 oz.

49 N 4660

Each 16c, 4 for 60c

$1.97

**Roy Rogers Hauler-and-Trailer.** 15-in. steel trailer with two ramps, 3-dimensional plastic figures of Roy, Dale Evans, their horses; Pat Brady, his jeep Nellybelle and dog, Bullet
49 N 5557—Shpg. wt. 1 lb. 10 oz.$1.97

$1.89

**Structo Fire Rescue Truck.** Two ladders unhook for instant rescue action. Carefully modeled after a real fire engine, this toy has seat, steering wheel, windshield and gleaming, white sidewall tires. Steel. About 12 in. long
49 N 5403—Shpg. wt. 3 lbs. 4 oz.$1.89

$3.39

**Tonka Jeep Pumper.** Hose pulls out of tank, sprays water when pumper is connected to garden hose. Ladder Trailer hitch and 2 hand "extinguishers." Rubber tires. Steel. About 10 in. long
49 N 5412—Shpg. wt. 3 lbs. $3.39

$2.92

**It's a 12-dog Kennel Truck or a Pick-up with drop tailgate**

Transparent plastic lift-off kennel has movable top and sides, 12 "houses" for plastic dogs: collie, boxer, bulldog, springer, Scotty, greyhound, Eskimo husky, dachshund, terrier, retriever, poodle and police dog. Steel Ford truck has trailer hitch, windshield, windows, whitewall tires. 11 in. long. By NyLint
49 N 5407—Shipping wt. 2 lbs. 9 oz. .$2.92

$1.99

**Tonka Pick-up Truck.** Heavy-gauge steel body with carefully detailed features. Tail-gate opens and closes for ease in loading. Genuine rubber white sidewall tires with shiny chromed wheel discs. About 13 in. long.
49 N 5430—Shipping weight 3 lbs. . . . .$1.99

$2.49

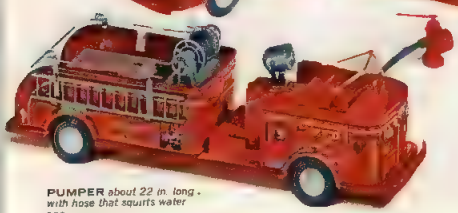
**Tonka Jeep Surrey** with a sporty cloth fringe on top. Gaily striped top and seats. Detachable spare tire. White sidewall rubber tires, shiny chromed wheel discs. Heavy gauge steel body. About 10 in. long.
49 N 5435—Shpg. wt. 2 lbs. 7 oz. . . . .$2.49

**10-wheel Horse Van**

$4.92

**Buddy L's** "highway stable" has spring-suspension front wheels, with three stalls for the plastic thoroughbred stallion, mare and colt. Van has bubble-top window, sliding side windows, door ramps. 18-inch body of steel and plastic. Shipping wt. 5 lbs. 4 oz.
49 N 5452 . . . . . .$4.92

**HOOK AND LADDER**
*about 3 feet long . . ladder raises 5 feet*



**PUMPER** *about 22 in. long . with hose that squirts water*

## Enameled Steel Fire Truck Set $12.88

Be the official fireman on your block with these complete fire trucks. Exciting working parts add to the fun.

**Pumper-Fire Truck** (at left) actually sprays water. Just hook hydrant to garden hose and turn valve. Has hook-on ladder, cab with dummy searchlight and hydrant.

**Hook and Ladder** (above) has main ladder on full swivel . . raises by mechanical hydraulic action. 2 other ladders crank up 5 feet. Also a removable tillerman's seat.
79 N 5437L—Shipping weight 17 pounds. . . . . Set $12.88

# Contemporary decorator styling

Form-Fit chairs Move gently to fit your back

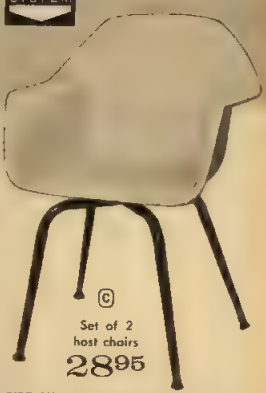
Room-brightening pastel colors

Ⓐ Form fit rocker
11.69

Ⓑ Arm chair rocker
13.69

2 side chairs
13.55

2 arm chairs
16.90



Set of 2 host chairs
28.95

**FORM-FIT CHAIRS.** Change shape to "form-fit" yours - back and seat move gently as you relax. Polypropylene plastic won't break, chip or peel, yet it's flexible, firmly resilient, lightweight. Sturdy steel leg construction will support 300 lb. man. Easy to assemble. Specify color: White, Turquoise or Sandalwood.

**Set of 2 Armchairs.**
88 B 3300R Wt. 16 lbs. . 16.90
**Set of 4 Armchairs.**
88 B 3301R - Wt. 32 lbs 30.90

**Set of 2 Side Chairs.**
88 B 3302R - Wt. 16 lbs 13.55
**Set of 4 Side Chairs.**
88 B 3303R - Wt. 32 lbs 24.60

**FORM-FIT ROCKERS.** Gently flexing seat provides soothing relaxation as you rock comfortably on balanced hardwood rockers with sturdy steel legs. Fade and stain resistant polypropylene seat with permanently molded-in colors. Light to handle, yet durable and virtually indestructible. Specify color: White, Turquoise or Sandalwood.

Ⓐ **ROCKING CHAIR.** Shpg. wt. 10 lbs.
88 B 3305R . . . . . 11.69

Ⓑ **ROCKING ARM CHAIR.** Wt. 10 lbs.
88 B 3304R . . . . . 13.69

Ⓒ **SET OF 2 HOST CHAIRS.** Scientifically molded of extra-heavy Fiberglas for true comfort and proper seating posture. Never lose shape even under rugged everyday use. Colorfast, chip resistant, fire resistant, weatherproof. Self-leveling floor glides automatically compensate for uneven floors, assure level seating. Chairs wipe clean with damp cloth. 18½" seat, 31½" high overall. Specify base finish: Bronzetone or Black and Chrome. Specify color: White, Shrimp, Beige, Turquoise. 26 lbs. FOB III.
88 B 3451F—Pair. No money down . . . . 28.95
**As above,** with swivel. Wt. 50 lbs. FOB III
88 B 3452F—Pair. No money down . . . 31.95

Ⓓ Set of 2 side chairs
18.95

Ⓔ Set of 2 stacking chairs
26.95

**NO MONEY DOWN** USE OUR AMERICAN CREDIT SYSTEM

Ⓓ **SIDE CHAIRS.** All-purpose woven-textured Fiberglas side chairs make handsome addition to your home, provide proper seating posture, true comfort. Self leveling floor glides. Colorfast, chip and fire resistant, weatherproof. Wipe clean. 18½" seat; 31½" high overall. Specify base finish: Bronzetone or Black and Chrome. Specify color: White, Shrimp, Beige, Turquoise. FOB III.
88 B 3455F -Set/2. Shpg. wt. 22 lbs. . 18.95
88 B 3453F—Set/4. Shpg. wt. 44 lbs . . . 35.95
**As above,** with swivel. Specify colors. FOB III.
88 B 3456F Set/2. Shpg. wt. 25 lbs . 21.95
88 B 3454F—Set/4 Shpg. wt. 50 lbs 39.95

Ⓔ **STACKING CHAIRS.** Stack 10 chairs in the space of one! Legs lock together when set up side by side. Extra-heavy Fiberglas shells, posture and comfort-molded. Self-leveling glides. Other features and sizes as D above. Chrome base. Specify Charcoal, White, Beige, Turquoise, Yellow, or Shrimp. FOB Illinois.
88 B 3458F—Set/2. Shpg. wt. 20 lbs. . . . . 26.95
88 B 3457F—Set/4. Shpg. wt. 40 lbs. . . . . 49.95

# FOR Sharpshooters

**10 Ricochet Smoke-Noise Rifle.** One of the loudest play guns of them all. Pull the trigger and the gun bangs, whines and smokes with the ricochet sound of a real gun. Yet it never needs any ammunition. Realistically styled and durable, construction of all steel except plastic, wood-grained stock. Gun is about 31 in. long. *Mailable.*

48 T 3423 M—Shipping wt. 2 lbs. 14 oz. ..... $3.44

**11 Cap-Shooting,* Bolt Action Rifle.** Loads and unloads from cartridge chamber. Bolt action cocks gun for firing, automatically ejects shells. Fires 50 roll caps.* About 35¼ in. long. Walnut wood-grained plastic with metal barrel, soft rubber bayonet, plastic 2¾-in. safety cartridge included.

48 T 3410 M—*Mailable.* Ship. wt. 1 lb. 14 oz. ..... $2.49

**12 Rocky Mountain Big Game Rifle.** Cap*-firing replica of the guns used to hunt large game in the Rocky Mountain Region of the "Wild West." Has molded high-impact plastic stock and steel barrel, a handy rear "peep" sight for zeroing in target and comes with shoulder sling.

48 T 3379 M—*Mailable.* Ship. wt. 1 lb. 8 oz. ..... $2.33

**13 Automatic Smoke Rifle.** You'll hear a big bang and see harmless smoke pouring from the barrel. It cocks and recoils like a real carbine and you need no ammo. Wood-grained plastic stock, metal barrel. 31 in. long.

48 T 3432 M—*Mailable.* Ship. wt. 2 lbs. 2 oz. ..... $2.44

**14 Fort Apache Cavalry Set.** Realistic replica rifle and Cavalry pistol, both molded of high-impact plastic with metal firing mechanisms. Both shoot safe plastic bullets and caps* at the same time. Also a handsome saber and scabbard sheath. Cavalry cap and neckerchief plus 24 bullets and 3 metal cap adapters, a holster, a belt, cartridge pouch and a saber holder included

48 T 3373 M—*Mailable.* Ship. wt. 3 lbs. ..... Set $5.44

**15 Bazooka.** Pull the trigger and **"Whammo,"** about 30 feet away the enemy's Pill-Box "explodes" (falls apart). Just pop another rocket into the tube, adjust the sight, settle the bazooka on the shoulder rest and fire. 4 plastic rockets and a Pill-Box included. Gun about 39 in. long.

48 T 3367 M—*Mailable.* Ship. wt. 3 lbs. 8 oz. ..... $4.27

**16 Tommy Gun.** Loud automatic-realistic sound of fast action "ratt-a-tatt-tatt" with every squeeze of the trigger. Recoiling barrel and sparkling muzzle. High-impact plastic brown, black and gold-color housing.

48 T 3372 M—*Mailable.* Ship. wt. 1 lb. 12 oz. ..... $3.44

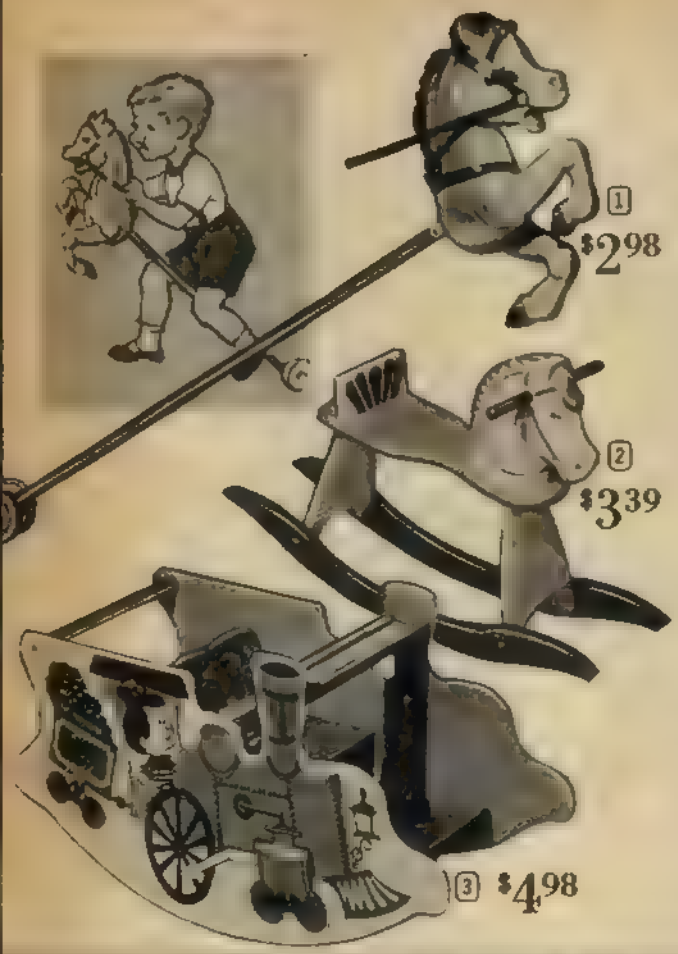
**17 Skeet Shoot.** Wonderful development of skill and accuracy. Just step on foot control of 15-ft. pneumatic target release and the 14-in. high Skeet House tosses a flying metal rimmed target "bird" into the air. Lever-Matic repeating rifle about 31 in. long, harmless cork-ball ammo. Pad of target inserts, target rim, skeet house are all included.

48 T 3357 M—*Mailable.* Ship. wt. 5 lbs. 6 oz. ..... $7.66

**18 Scooper Dooper Gooter Gun.** Holds 15 harmless plastic balls. Each pump of the handle fires a single ball. Extra hard push and a barrage of balls fire at once. About 22-in. long gun, bag of 15 colorful balls included.

48 T 3380 M—*Mailable.* Ship. wt. 1 lb. 2 oz. ..... $3.57

# Every Cowboy Needs a Horse...




## CHOOSE FROM A STABLEFUL!

### Here Are Steady Mounts For a Tiny Tenderfoot

(1) **Frisky Stick Horse** gives tots a fast ride. Molded rubber head squeaks when pressed. Enameled hardwood stick; plastic wheels, bridle and reins.
48 T 5118 M—37 in. high. *Mailable.* Ship. wt. 2 lbs. 4 oz..... Only **$2.98**

(2) **Sturdy Rocking Horse**—styled for the nursery set. Made of hardwood, finished in gay red, blue and yellow. Molded plastic head is white with brown shading. Rockers shaped for extra safety to prevent tipping.
48 T 5125 M—26x7x16 in. high. *Mailable.* Ship. wt. 5 lbs.....Only **$3.39**

(3) **Engine Shoofly**—a train of their own for tiny "engineers" up to 2½ years old. Goes "choo-choo" as it rocks. White hardboard sides brightly stenciled in orange, blue and black. Red hardwood seat, play-tray; safety strap.
48 T 5123 M—About 29½x12x15¾ in. high. *Mailable.* Ship. wt. 8 lbs... **$4.98**

### Saddle Pals . . . Choose From 4 Sizes

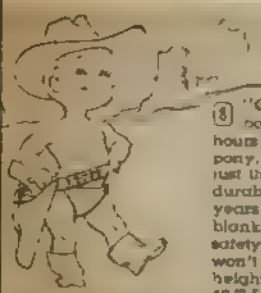
- **Beautifully Modeled Thoroughbreds—Made to Look Like Real Horses**
- **Resilient, Seamless Polyethylene Bodies Are Practically Indestructible**
- **New Extra-Large Chrome-Plated Steel Frames With Chrome Safety Stirrups**
- **Long-Life Steel Springs for Galloping, Cantering and Trotting**
- **Simulated Hand Tooled Western Saddles • Genuine Leather Bridles, Reins**
- **New—Turn Handles, Horses Make Realistic "Klip-Klop" Galloping Noise**

(4) **Western Steed.** An extra big, extra lively palomino for real "rough riders" from 4 to 8. Safer for any child—balanced center ride will not throw or pitch rider. Body 44 in. long; height to saddle 30 in. Frame 44½x33½ in. wide.
48 T 5141 R—Shipped Freight, Truck or Express. Ship. wt. 31 lbs..... **$26.98**

(5) **Pinto Ranger.** A colorful pony with real Pinto markings for cowboys from 3 to 7. Features balanced center ride; provides even galloping gait. Body 36 in. long; height to saddle 27 in. Frame size: 37½ in. long; 28½ in. wide.
48 T 5139 R—Shipped Freight, Truck or Express. Ship. wt. 26 lbs..... **$22.98**

(6) **Western Cow Pony.** For small riders from 1 to 6. Just like Western Steed (4) except body 33 in. long; height to saddle 25 in. Frame 35½x25½ in. wide.
48 T 5143 MO—*Mailable.* Shipping weight 19 lbs.. ..... **$18.98**

(7) **Pinto Prancer**—for the smallest cowboys from 1 to 4. Like Pinto Ranger (5), but body 30 in. long; height to saddle 23 in. Frame 32x21½ in. wide.
48 T 5140 MO—*Mailable.* Shipping weight 17 lbs..... **$14.98**



## STRAIGHT FROM THE "Wee Wild West" FOR YOUNG RIDERS

(8) **"Golden Pal" Coaster Horse.** Tiny cowboys from 1 to 3 years of age will spend hours scooting around on their very own pony. A perfect "first" horse for tots—it's just their size and is easy to ride. Made of durable high-impact plastic to withstand years of play. Colorful simulated saddle, blanket and bridle. Hand grips for extra safety. Moves smoothly on lucite casters—won't mar floor surfaces. About 19 in. long; height to saddle 10½ in.
48 T 5118—Ship. wt. 5 lbs..... **$4.79**

(9) **Hugo Pony and Wagon.** Happy little pony is a merry playmate indoors and out—for children from 18 months to 3 years old. Rolls along to the tinkle of steel balls in sturdy steel wheels. Wee riders sit astride him as he pulls his colorful wagon loaded with their toys and blocks. Made of brightly lithographed metal and wood. Strong cord reins and hand grips provide extra security. 32 in. long; 17 in. high overall; height to seat 9½ in.
48 T 5113—Ship. wt. 8 lbs..... **$4.98**

(10) **Black Stallion** for cowboys from 1 to 4. Seamless polyethylene body is almost indestructible. Long life steel springs, heavy-gauge ¾ in. tubular steel frame with copper color baked enamel finish. Simulated hand-tooled Western saddle. Body 29 in. long, frame 32x21½ in. wide; ht. to saddle 23 in.
48 T 5149 MO—*Mail* Ship. wt. 18 lbs. **$11.99**
**Lightning Colt** for tiny riders from 1 to 3. Like above except body 23 in. long, frame 20½x15 in. wide; height to saddle 14½ in.
48 T 5148 M—*Mail* Ship. wt. 10 lbs. **$7.88**

## Mobo Ponies *IMPORTED FROM ENGLAND*

(11) **Mobo Trotter and Cart**—a gay circus-style pony and cart to delight small fry from [illegible]. Features beautiful styling and workmanship built to withstand years of hard play.

**Pedal or Push**—it rolls easily on fun indoors or out. Hold the reins or actually steer with [illegible] mechanism. High stepping dappled trotter is made of realistically styled heavy gauge steel with multi-color baked enamel finish. Circus cart of [illegible] enameled steel with varnished wood slats. Trotter is 22½ in. high; 32 in. long. Length overall: 40 in. Height to seat 9½ in. *Mailable.*
48 T 5191 MO—Ship. wt. 20 lbs.... **$16.99**

(12) **Mobo Bronco**—a real action horse to [illegible] little "rough riders" this Christmas. He gallops, goes *left* or *right* according to which stirrup is pressed. Or he can be locked into straight-ahead position—all with built in "easy" steering. Easy to operate. Built to last for years.

**Designed and Built for Safety**—rider can't slide off backward. Stirrups adjust to fit children from 2 to 10 years, resiliently styled steel horse has dappled multi-color baked enamel finish. Colorfully detailed saddle, saddle blanket, bridle and reins add a gay touch. Size: 28½ in. long; 13 in. wide; 30 in. high. *Mailable.*
48 T 5190 MO—Ship. wt. 25 lbs **$21.79**

**See Spunky Pony For Tiny Tots—Plus Other Toys—On Page 298.**

**Save This Catalog! Order Toys Until Oct. 1, 1963.**

## The Trail Blazer

### *HE BUCKS 'N REARS*

(13) **The Trail Blazer**—an extra-lively, bouncy horse—gives small cowboys from 1 to 7 a real riding thrill. He bucks, he rears, he gallops—like a real rodeo winner. Spring suspension pedestal base provides the exciting action. Spring type handles plus big ves ider the feeling of the wide-open spaces! Spring mechanism is contained completely inside body.

**Trail Blazer is Soft, Lovable and Lifelike** in durable resilient molded vinyl on sturdy steel pedestal. Specially designed to prevent tipping, one step and tot is mounted, ready to ride. Hand grips and stirrups give tiny riders a secure hold. Beautifully detailed saddle, saddle blanket, bridle for real Western flavor. Height to saddle 25 in. *Not Mailable*—Shipped from Stock by Freight, Truck or Express.
48 T 5100 R—Ship. wt. 29 lbs.....Only **$22.98**

**Charge All Your Christmas Toys At Wards.** SEE PAGE 227 FOR COMPLETE INFORMATION

## *New! Battleground* $5.98

(E) **The Marines Have Landed . . . the Beachhead Is Ours!** Big action-packed Convoy Set is manned by 64 Combat Marines in exciting live-action poses. Includes 3 Amphibious Landing Craft with gun turrets and unloading ramps; 3 Jeeps, 3 Tanks, 3 Half Tracks; 3 Assault Rafts—all sturdy plastic. Realistically landscaped Polyethylene layout sheet

**Heavy Artillery Division** moves ashore with 3 Long-Range Field Guns and one Machine Gun that really fires. Standing by to guide the landing is big U. S. Marine Helicopter. Bunker, Ammunition Box, U. S. Flag, other detailed accessories. *Mailable.*

48 T 2750 M—Ship. wt. 4 lbs. . . . Over 100-Pc. Set **$5.98**

## DEFEND *Fort Apache* AGAINST THE INDIANS

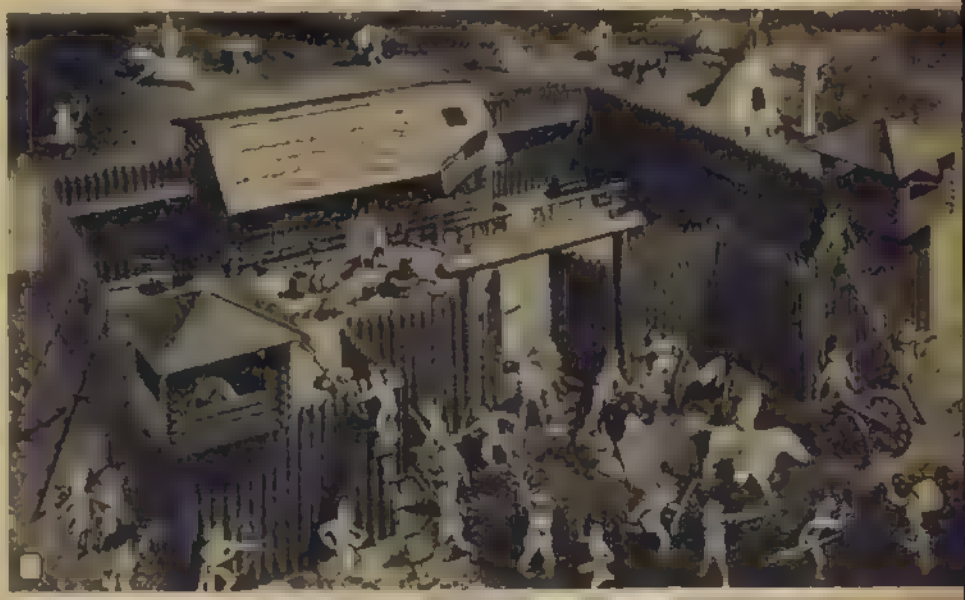
Over 100-Pc. Set Only $4.88

(F) **Build the Famed Outpost of the Old West!** Set includes plastic pieces for assembling authentic stockade, two corner blockhouses with ladders, a Fort Apache swinging gate with sign, 12 sections interlocking fence—each 5¼x4½ in. high . . . easy to assemble.

**Cavalry Headquarters** is colorful lithographed steel . . . x6x5 in. high, with stovepipe chimney. 20 Cavalry Men, 3 Cavalry Horses, 2 shooting shell cannons with "shells", 2 powder kegs, churn, anvil, log pile, chopping block, well with pole and bucket, 20-star lithographed steel flag, pole. Plus 35 pieces of Cavalry Gear—sword, bugles, pistols, carbines, field glasses, canteens, many others.

**15 Indian Braves Attack Fort.** Indian Village complete with Tepee and Totem Pole. Complete historical set designed to give many hours of fun and excitement. Ship. wt. 5 lbs.

48 T 2775 M *Mailable* Over 100-Pc. Set **$4.88**



## *Pre-Historic World*

[redacted]

Over 100-Pc. Only $3.88

(G) **Turn Back the Clock** to the Prehistoric days of cavemen and giant earth creatures. Set includes 5 Cavemen of molded plastic, 31 Animals—14 different species, the fighting Allosaurus, the duck billed Hadrosaurus, the [redacted]-headed Triceratops, the Tyrannosaurus and many more. Animals are modeled from actual findings by archeologists in all parts of the world. Each is a scaled reproduction of its prehistoric counterpart. Animals are labeled with name, approximate size, and molded in brown, green and gray mottled polyethylene plastic to take lots of hard play.

**Natural Habitat** is represented by four realistic earth areas including pond, waterfall, cave and cliffs, plastic palms and ferns

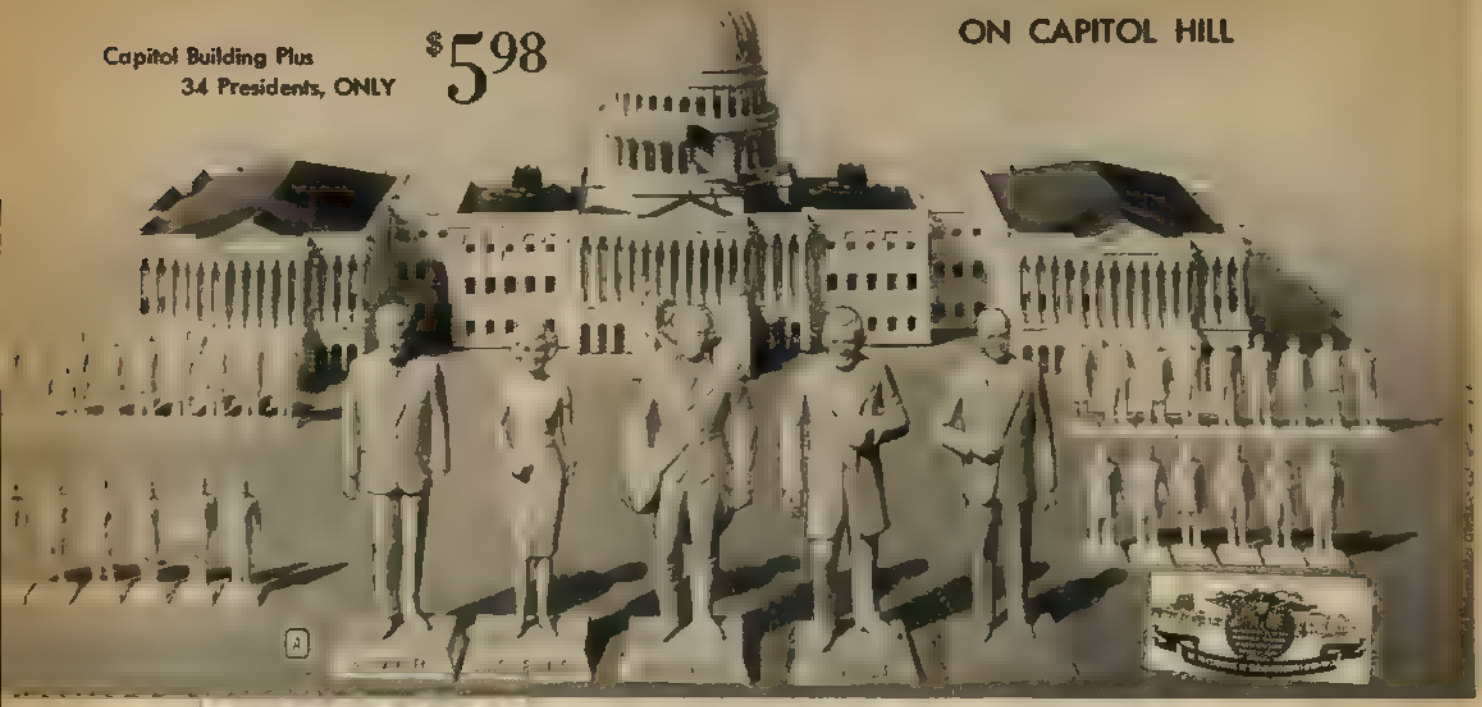
**Informative, Important Booklet** "Prehistoric Animals" is included. It contains interesting scientific facts about each species.

48 T 2799 M Ship. wt. 4 lbs. *Mailable* **$3.88**

# *History in the Making*

ON CAPITOL HILL

Capitol Building Plus 34 Presidents, ONLY $5.98



## Precise Scale Model, Minutely Detailed—You've Seen It On TV

(A) **Learn About Our Nation's Presidents and the Capitol Building,** hub of government activities. Beautifully sculptured replicas will aid in your study of government, history and current events—you can even make a game out of identifying the presidents. Authentically scaled model of the Capitol Building is amazing in every detail—is fun to assemble, snap-fit pieces fit together easily, securely, can be kept as a permanent model.

**Miniature Replicas of the 34 Presidents** plus Mrs. Kennedy (each abt. 1½ in. tall) are realistically reproduced—look like they just stepped from the Capitol's Statuary Hall. Each one clearly marked with name. Included is an illustrated historical piece suitable for framing that gives biographical sketch of each of the Presidents. U.S. flag, pole included. Capitol 9½x10x22½ in. long.

48 T 2735—Ship. wt. 1 lb. 11 oz. *Mailable*.....Only **$5.98**

## Battle of the Blue and Gray

### *IS FOUGHT AGAIN*

Over 200 Pcs. Only $7.88

- **Exciting Civil War Centennial Set**
- **"Exploding Bunker"...Shooting Shell Mortar**

(B) **Colossal Historical Set—Over 200 Pieces.** Re-live the exciting battles, the glorious heroism of the War Between the States—fought just a century ago. Authentic miniature replicas of personnel and military equipment used in 1860's.

**Confederate Headquarters and Troops** are under attack by Union troops. Includes: Southern Colonial Mansion, 11x7¼ in., of lithographed steel with plastic columns and portico; General Lee, Jefferson Davis, many others; Confederate Flag.

**Charge of the Union Brigade** led by General Grant. President Lincoln, Flag. All figures of 3-dimensional plastic—minutely detailed—in various action poses. Realistic trench sections of molded plastic, ruins of buildings, cannon and caisson set drawn by two horses. Detailed plastic terrain accessories; tents, horses, cavalry gear, many other pieces.

48 T 2776 M—Ship. wt. 9 lbs. *Mailable*. Over 200-Pc. Set **$7.88**

## *SPECIAL* Ward Service Station $3.88

(C) **Big Day-and-Night Service Center** with manually operated elevator to move cars up to roof parking area. Ramp returns cars to street level. Sturdily constructed of brightly lithographed steel; abt. 26x13¾x11½ in. high.

**Over 20 Pieces for Efficient Auto Servicing:** 5 service attendants, 3 colorful plastic cars, tire jack, lubricating machine, adjustable grease rack, 3 gasoline pumps, tire display rack, oil can rack, 2 standing signs (Ward Super Service Center) and sheet of Montgomery Ward decals to mark pumps, other pieces. Station is easy to assemble. *Order extra cars opposite page.*

48 T 2798 M—Ship. wt. 4 lbs. 5 oz. *Mailable*.....Over 20-Piece Set Only **$3.88**

**SAVE THIS CATALOG. All Toys in This Book Will Be Available Until October 1, 1963 for your convenience.**

# Commander
## Cornet and Trumpet

Shipping Weight
Approx. 10 Lbs
on Trumpet and Cornet

### ARTIST B♭ CORNET

Fine intonation and easy blowing qualities. Nickel Silver valves, nickel plated for long wear and perfect fit. Sturdy bracing. Polished brass with two coats of best hard-cured lacquer for long wear. Professional [illegible] one piece. Complete with lyre and plush lined case. F.O.B. Illinois or New York.

2796MF5821—Cornet Outfit.
2796/3MF5830—3 or more . . . Sugg. Retail **$99.50**

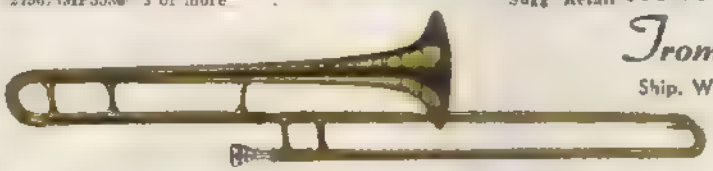
### ARTIST B♭ TRUMPET

Fine intonation and easy blowing qualities. Valves of nickel silver, nickel plated. Long [illegible] lines. Perfect fitting valves and slides make high register notes easy to reach [illegible] or beautiful. Polished brass, good lacquer finish for long wear. Professional [illegible] one piece. Complete with lyre and deluxe plush lined case. F.O.B. Illinois or New York.

2797MF5821—Trumpet Outfit
2797/3MF5830—3 or more . . . Sugg. Retail **$99.50**

# Trombones

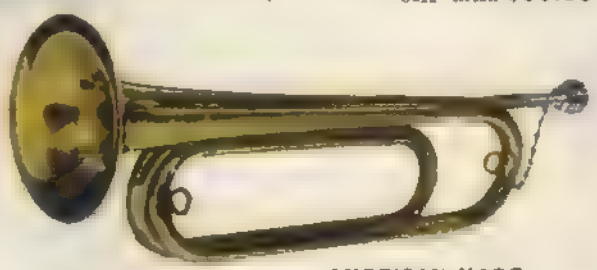
Ship. Wt. 23 Lbs.



### RUDY MUCK CITATION TROMBONE

2485MF14300. Finest de-luxe trombone made. 8" bell diameter. Slides are drawn [illegible] special gauges to make them perfectly straight. Inner slides chrome-plated for lightning-fast action and lifetime durability. Lapping is done in the playing position, resulting in smooth, noiseless [illegible] to breaking-in. Complete with mouthpiece and plush lined Gladstone case. F.O.B. Michigan.

Sugg. Retail **$275.00**



### AMERICAN MADE BUGLE OUTFIT

U. S. Regulation Bugle of heavy gauge polished brass. Manufactured like a trumpet [illegible] key of B♭ with slide to F. Fully tapered bell beyond the first bend of the bugle (for easier blowing). Complete with bag and instruction book. Ship. wt. 4 lbs.

1629G927—Bugle
1629/3GB81—3 or More
Sugg. Retail **$19.00**

### RUDY MUCK CONDUCTOR TROMBONE

2486MF9864—Medium priced. Light, fast, durable. 7½" bell, chrome plated inner slides. Tested and approved by America's finest trombonists. Includes shaped case. Sugg. Ret. **$189.50**

### RUDY MUCK ACADEMY TROMBONE

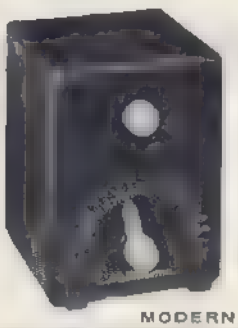
2487MF7254—Most reasonably priced trombone on the market. Has 7½" bell, chrome plated inner slides. Slides lapped on special equipment; drawn to hardness and perfect degree of accuracy. Complete with case.

Sugg. Retail **$139.50**

### YORK DELUXE AMERICAN-MADE TROMBONE

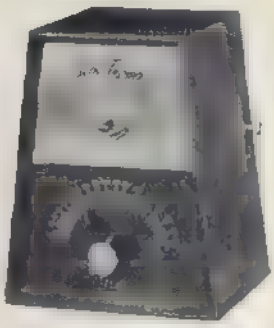
Slides are drawn to hardness and degree of accuracy that is perfect. Extra long slide cups, invisible slide lock. 7½" bell. Chrome-plated inner slides. German silver finish. Wood veneer-shaped case—quality luggage type Fabrikoid covering—silk plush lined. F.O.B. Michigan.

2304MF9620—Trombone Outfit
Sugg. Retail **$185.00**



## Crystalab
### Metronome with Electronic Precision

- See the Flash Baton
- Hear the Synchronized Beat



# Seth Thomas Metronomes

**Electronic and Key-Wound Models**

### MODERN METRONOME

40 to 208 beats [illegible] to presto. Electronic. No Winding. No Springs. Weighted. No Moving Parts to wear. [illegible] Height 8¼" Width 4" Shipping weight approx. 2 lbs. Ebony Onyx, Bronze Onyx or Golden Agate color. Specify Color.

Retail
151G1297—Metronome. Specify Color
151/3G1297—3 or More **$19.95**

### SETH THOMAS ELECTRONIC METRONOME

Audible speed indicated beat with adjustable sound level. Visual flash passes with audible beat. Radio cabinet of [illegible] 4" H x 5⅛" W x 4⅜" D. Mahogany or Walnut. Specify.

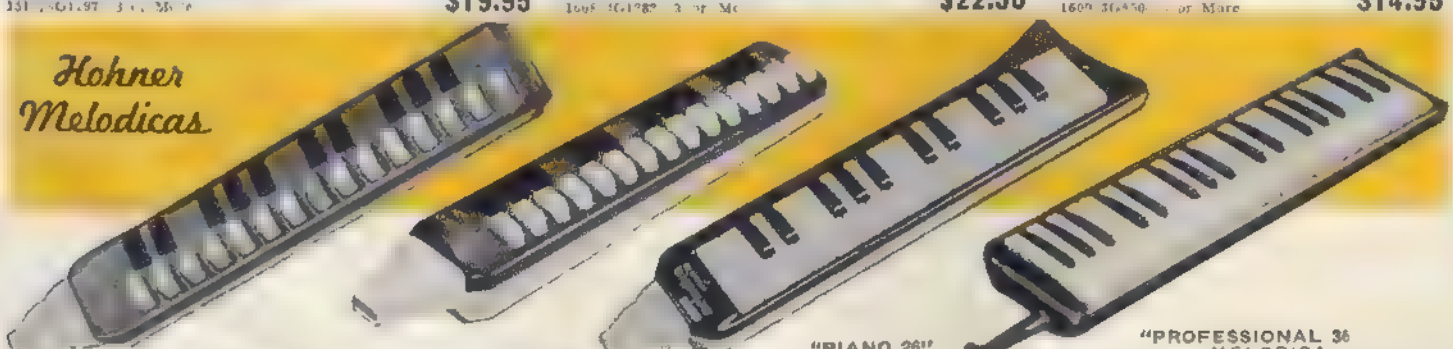
Sugg. Retail
1608G1350—Electronic Metronome. **$22.50**
1608/3G1350—3 or More

### SETH THOMAS KEY-WOUND METRONOME

Adjustable weight on pendulum. 40-208 beats per min. Height 8¼" Base 4½" Brown Mahogany finish. Ship. wt. approx 2 lbs.

Sugg. Retail
1609G893—Metronome **$14.95**
1609/3G450—3 or More

# Hohner Melodicas



### SOPRANO MELODICA

C (C''') tone range in chromatic sequence. Wood center, rust-proof metal reeds, plastic piano keys. [illegible] piano keys. Paste-over metal casing. With mouthpiece. Extra mouthpiece. Size 13½" L x 4" D x 2⅝" W. Ship wt. approx 2½ lbs.

Sugg. Retail
1610G713—Soprano Melodica. **$9.95**
1610/3G671—3 or More

### ALTO MELODICA

Tone range f'-f'''. Wood center, rust-proof metal reeds, plastic piano keys. Red metal casing. Extra mouthpiece. Size 17½" L x 4¾" D x 2⅝" W. Ship wt. approx 2 lbs. with case.

Sugg. Retail
1611G888—Alto Melodica **$12.50**
1611/3G844—3 or More

### "PIANO 26" MELODICA

Chromatic tone sequence. Plays single notes and chords. 26 piano keys, tone range f-f'''. Wood center, rust-proof metal reeds. Gray metal casing. 2 mouthpieces. Size 17½" L x 7½" breadth x 4½" depth 2½". Includes carrying bag. Ship wt. approx 2½ lbs. Sugg. Retail

1612G1775—Melodica
1612/3G684—3 or More **$24.95**

### "PROFESSIONAL 36" MELODICA

36 piano keys. Tone range f-a''' (practically 3-octaves). Stainless steel reeds. Aluminum casing, lacquer coating. 3" L. x 1" dia. trumpet like mouthpiece. Size 1'6" L. x 4¾" W. x 3" D. With case. Ship. wt. approx 3½ lbs.

Sugg. Retail
1613G6018—"Professional 36" Melodica **$85.00**
1613/3G5717—3 or More

# Fine Clarinets & Saxophones

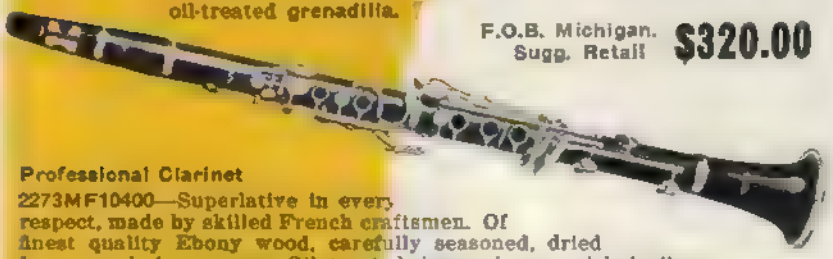
**Deluxe French Make Clarinet**

2312MF19500 — The most popular of all Ebony Clarinets, this Master Bore Model made by one of the world's oldest and finest instrument makers. Here is sweet, delicate tone, color, perfect intonation, and full power combined with sensitivity for guaranteed fine performance. In B♭ famous Boehm system, 17 keys, 6 rings. In deluxe French style case, lined with plush silk.

F.O.B. Michigan. Sugg. Retail **$375.00**

2674MF16640—Artist Clarinet. Same as above, made of finest oil-treated grenadilla.

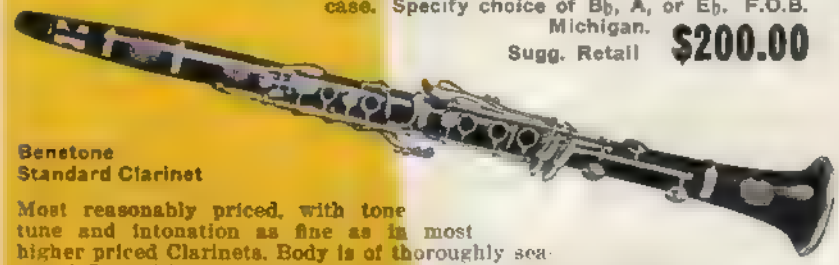
F.O.B. Michigan. Sugg. Retail **$320.00**



**Professional Clarinet**

2273MF10400—Superlative in every respect, made by skilled French craftsmen. Of finest quality Ebony wood, carefully seasoned, dried for years before using. Oil treated keys of pure nickel silver, hammered by hand, hardened for maximum strength. 17 key, 6 ring Boehm system. Lovely silk plush lined Gladstone case. Specify choice of B♭, A, or E♭. F.O.B. Michigan.

Sugg. Retail **$200.00**



**Benetone Standard Clarinet**

Most reasonably priced, with tone, tune and intonation as fine as in most higher priced Clarinets. Body is of thoroughly seasoned Grenadilla wood, with all parts, bell and barrel of finest Ebony. The tone holes are integral, not glued or screwed into place as on other medium priced models. Keys are drop-forged pure Nickel Silver, will outlast the instrument. In B♭ Boehm system, 17 keys, 6 rings. Includes silk plush lined Gladstone case, bound edges. F.O.B. Michigan.

2394MF7774—Clarinet.
2394/3MF7385—3 or more. Sugg. Retail **$149.50**

**Standard Clarinet** with all of the above features except in the keys of A or E♭. Specify.

2675MF8268—Clarinet.
2675/3MF7855—3 or more. Sugg. Retail **$159.50**

**Standard All-Grenadilla Wood Clarinet**

Made of finest, well seasoned grenadilla, with drop forged keys of finest Nickel Silver. Tuning and quality of tone are superlative and the equal of many first line clarinets. In B♭ Boehm system, 17 keys, 6 rings. Complete with Deluxe Gladstone case. F.O.B. Michigan.

2650MF6500—Wood Clarinet Outfit.
2650/3MF6175—3 or more. Sugg. Retail **$125.00**

**Benetone Silver Lined Ebonite Clarinet**

Chosen by leading educators as one of the finest student instruments. Made of Steel Ebonite, will neither crack nor warp. Has the feel, tonal quality, responsiveness and intonation of a wood clarinet, with indestructible qualities of a metal model. Entire upper joint has Nickel Silver lining to prevent breakage at tenons. B♭, Boehm system, 17 keys, 6 rings. In Gladstone case, bound edges, silk plush lining. F.O.B. Michigan.

2395MF5980—Ebonite Clarinet.
2395/3MF5681—3 or more. Sugg. Retail **$115.00**

Ship. Weight on Clarinets w/Case Approx. 7 Lbs.

## American Made Saxophones

2310MF15288—E♭ Alto Saxophone Outfit. Unparalleled flexibility of tone—the ability to play a pianissimo or a fortissimo without forcing or fattening—key strength that will permit perfect legato tone even without jamming. These are only a few of the features that make this saxophone one of America's finest. New larger bell and bore for tonal resonance. Hard bronze alloy keys. Easy play octave mechanism. Hi-grade tone holes, long screw cross rubbers, modern key design. Complete with Gladstone case. F.O.B. Michigan.

Sugg. Retail **$245.00**

2309MF17784—B♭ Tenor Saxophone Outfit. Similar to above. A most graceful bell not only adds new beauty and styling to this Tenor Saxophone but improves the low C♯, B and B♭ tremendously. Complete with Gladstone case.

Sugg. Retail **$285.00**

Ship. Weight on Saxophones w/in Case Approx. 28 Lbs.

**French Made Saxophones**

3053MF18680—E♭ Alto Sax. Outfit. Tone booster pads, tapered tone hole edges, perfect intonation in all registers. Operates on 23 nickel plated keys. Low register tone holes mounted on right side away from player's body. Key stacks mounted on resonating rods. Gleaming gold lacquer finish. Complete in deluxe case. F.O.B. New York or Illinois.

Sugg. Retail **$295.00**

2406MF21558—Artist B♭ Tenor Sax Outfit (not illustrated). Excellent tone and intonation, quick easy action. Solid rod key construction. Gladstone case, nickel mouthpiece, lyre and neck strap.

Sugg. Retail **$335.00**

3539MF34805—Artist E♭ Baritone Sax Outfit (not illustrated). Full, powerful tone and intonation. Gladstone case, mouthpiece, lyre and strap.

Sugg. Retail **$595.00**

**Commander Imported Saxophones**

2863MF13514—E♭ Alto Sax. Finest imported instrument. Beautifully in tune with good action and intonation. Bell keys are on the right hand side. Tone booster pads. Modern key guards. Gold lacquer finish with nickel-plated keys. Includes mouthpiece, lyre, and neck strap. F.O.B. New York or Illinois.

Sugg. Retail **$210.00**

2861MF1820—Case for Alto Sax.
Sugg. Retail $28.00

2865MF15088—B♭ Tenor Sax Outfit. Illustrated. Similar in construction to 2863MF13514. Includes same accessories.

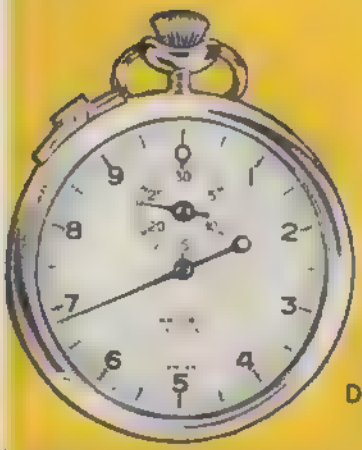
Sugg. Retail **$250.00**

2861MF2145—Case for Tenor Sax.
Sugg. Retail $33.00



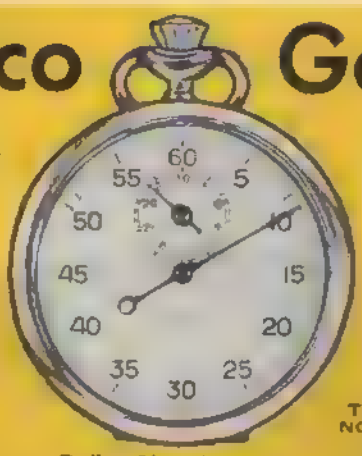
**Write Our Music Dept. on Availability of Any Musical Instrument Not Listed**

# Fine Galco Gallet Timers



- NIVAROX HAIR SPRINGS AND GLACIDUR METAL BALANCES TO MINIMIZE CONTRACTION AND EXPANSION
- ANTI MAGNETIC

INDUSTRY
SPORTS
TELEVISION
AVIATION
RADIO



- 7-JEWELED LEVER MOVEMENTS (None Stronger Made)
- CHROME FINISH, HINGED NICKEL CASES

Basketball Timer and Track

TIMERS ARE NOT SUBJECT TO THE FEDERAL EXCISE TAX

### Gallet Decimal Timer

8702W2019—Gallet Decimal Timer. This 7J dependable instrument divides the minute into 100 parts. Side slide for time out. Small hand registers revolutions of long hand. Fly back from crown. **Suggested Retail $41.20**

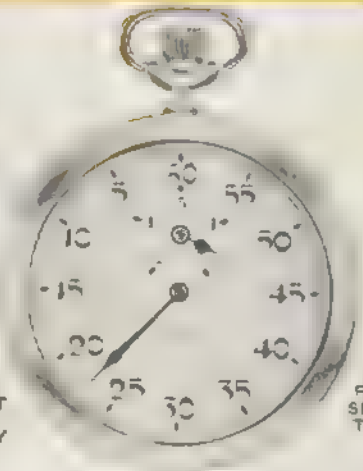
### Gallet Plain Timer

8701W1891—7J Gallet Plain Timer. For industrial use and general sports. Long hand registers fifths of seconds and small hand minutes up to 30. Start, stop and fly back from crown, lever movement, nickel case **Suggested Retail $38.60**

8725W1051—As above with Security 17J movement **Suggested Retail $21.48**

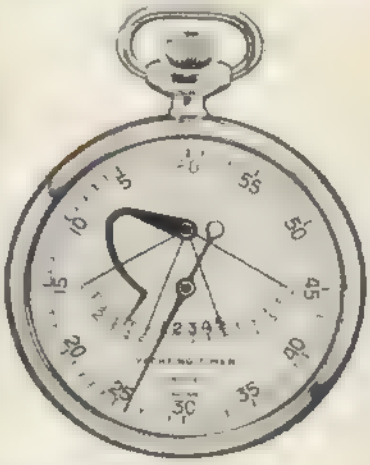
### Galco 1/10 Second Timer

8715W1715—7J Galco Basketball 1/10 Second Timer with Time Out. Start and stop from crown, side plunger resets hands to zero. 7 jewels. Features [illegible] **Suggested Retail $35.00**



FOR SPLIT SECOND ACCURACY

FOR EVERY SPORTS AND TECHNICAL USE



### Sprints: Track And Swimming

8740W2401—7J Gallet 10 second timer. Sweep hand makes one revolution in 10 seconds. 10 minute register. Large 2¾" dial **Retail $49.00**

8748W4361—Same as above but with split second hand. For timing 2 related activities **Retail $89.00**

### 5-Minute Yacht Timer

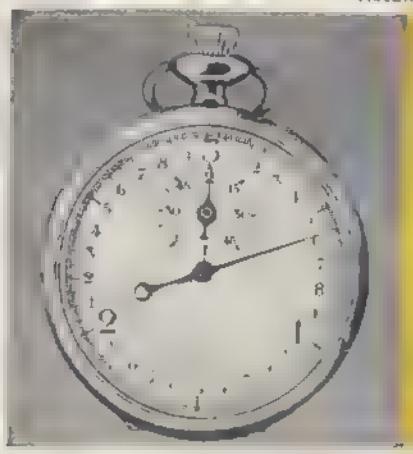
8727W2771—7J Gallet Yachting Timer with guaranteed water resistant movement. 5 minute register. Start, stop and fly back from crown **Retail $56.55**

8749W2068—Same as above but not water resistant. **Retail $42.20**

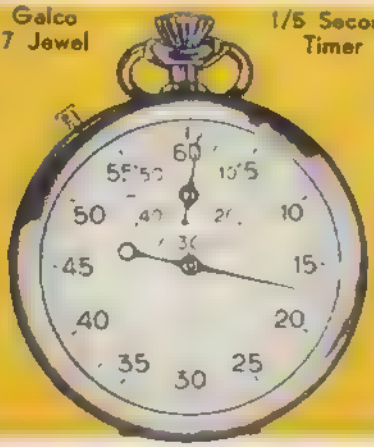
### Yachting Timer

8742W2261—7J Gallet timer with three 5 minute segments. Excellent for timing race starts. 15 minute register **Retail $46.15**

8750W2698—Same as above but also water resistant. **Retail $59.15**



Galco 7 Jewel 1/5 Second Timer



### Speed Car Laps & Starts

8743W2389—Gallet 7J [illegible] timer. Sweep hand makes one revolution in 10 seconds. 30 minute register. Large 2¾" dial. Features [illegible] **Retail $48.75**

8744W3142—Two [illegible] **Retail $135.95**

### Sportscar Timer In Dashboard Mount

8730W2421—Popular [illegible] 7J Gallet Timer in Late Black [illegible] Features 12 hour [illegible] will time out. Start, stop [illegible] **Retail $49.40**

8747W2198—Same as above but without [illegible] dashboard mount. **Retail $44.85**

### Galco Football Timer

8724W1715—7J Galco Football ⅛ Second Timer with Time-Out. 60-minute register. Start and stop from crown, side plunger resets hands to zero. **Suggested Retail $35.00**

8734W1720—Same as above but no time out **Retail $35.10**

# POWER GALORE

## AT A PRICE THAT'S LOW!

Safe, controllable speed, yes. But when you want it—crisp instant response, seat-grabbing thrust and speed that means real fun afloat. That's Gale! And we call it "power galore"! Yet this lively, fantastically dependable motor costs $5 to $60 less than other major brands. Why? How? No fancy frills and high price gadgets—instead, you get features that add to value, but not to price. Compare the seven great models: 3 hp to V-Powered 60. You'll agree Gale is built for people who want their money's worth in an outboard motor! For free full-color brochure, write Gale Products, Dept. 1013.

**NEW! TWO YEAR WARRANTY!**

Gale OUTBOARD MOTORS

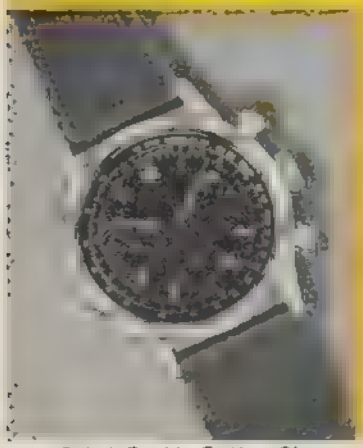
GALE PRODUCTS GALESBURG, ILL. • A DIVISION OF OUTBOARD MARINE CORPORATION • IN CANADA: GALE OUTBOARD MOTORS, PETERBOROUGH

# Gallet Chronographs and Racine Watches

**TACHOMETER**
To measure speed over a fixed course: Start the chronograph when crossing the starting line and stop it when the finish line is crossed. The sweep second hand will show the exact speed in miles per hour on the Tachometer scale, which is based on a measured mile.

These fine chronographs are recommended for sports, for science, for professional and for many industrial uses. These timers are made by one of the world's most dependable manufacturers of fine timing devices. *Illustrations Slightly Reduced*

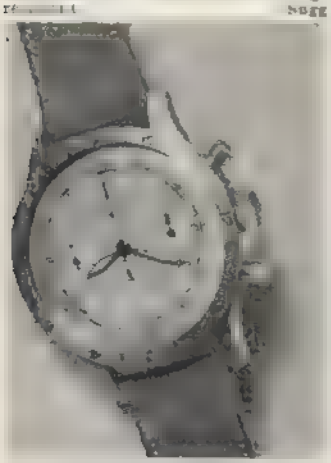
**TELEMETER**
To measure the distance of an incident by sound: Start the chronograph when the flash of a barrage or lightning is seen; stop it when the noise is heard. The sweep hand will show the distance of the incident in miles on the Telemeter dial.



**Gallet Double-Button Chronograph**
8064W6211—15J movement with unbreakable mainspring. Features dial with black background. Radium hands and numbers. Telemeter and Tachometer tracks on dial. Stainless steel case guaranteed water resistant. Sugg. Retail $126.75

**Gallet Double-Button Chronograph**
8054W5892—Radium, Telemeter and Tachometer Dial. Stainless Steel case, water and shock resistant. 17 jewel movement. 2 pc. tolaizer make watch ideal for timing gas consumption. Suggested Retail $120.25
8053W14110—Same in 14K Yellow Gold case. Suggested Retail $287.95

**Gallet Calendar Chronograph**
8056W6161—Lites up calendar watch has day, date and 30-minute register. 17J movement shock-protected. 12 hour totalizer. Water and shock resistant stainless steel case. Retail $193.70
8053W14717—Same as above but 14K gold case $403.00

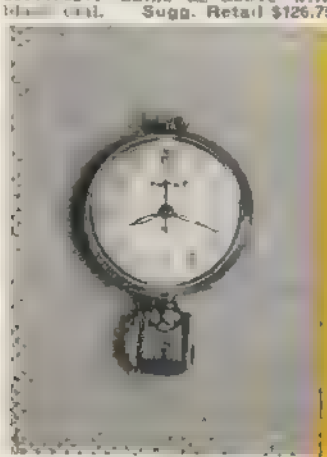


**Gallet "Flight Officer" Chronograph**
8015W5892—24-Hour control and world time in this 17J double button model. Stainless steel water resistant case, 30-minute register, luminous dial, leather strap.
Suggested Retail $120.25
8064W6211—Same as above with blue dial. Sugg. Retail $126.75

**Gallet Wrist Alarm**
8040W3796—17J shock resistant movement. Sweep-second Radium dial, raised figures, water resistant case. Top crown controls alarm. Stainless Steel case.
Suggested Retail $77.25
8041W3834—In Yellow 20 Micron Rolled Gold Plated top, Steel back.
Suggested Retail $78.85

**Gallet Double-Button Chronograph**
8048W3249—30-minute register, 17J movement. Steel back case with time-out feature. Excellent for speed recording. After timing the measured mile, sweep-second hand will show the miles per hour.
Sugg. Retail $66.30
8049W3249—Same as above with Plain Dial.
Suggested Retail $66.30

**Gallet Double Button Chronograph**
8053W5191—Plain dial, 30-minute register, 17 jeweled high quality movement, steel case, time-out feature, 12 hour totalizer. For aviators, sportsmen and motor boat racing. Shock resistant.
Suggested Retail $105.95
8053W5192—Similar to above but with radium, telemeter and tachometer dial.
Suggested Retail $105.95



**Nurse's Watch**
8508W2803—Nurse's Sterling Silver case, pendant design. Fine quality 17J Racine movement with sweep second hand. Luminous dial and hands. Unbreakable mainspring. Suggested Retail $57.20
8510W1860—Similar to above in Chrome Nickel, with stem, crown and bail.
Sugg. Retail $37.55

**Gallet Pocket Watch**
8778W3058—Gallet 17J 20 Micron Gold Plated Pocket Watch. Unbreakable mainspring and shock resistant. (Taxable.)
Sugg. Retail $62.40
8139W2166—Same as above but nickel chrome case. Sugg. Retail $44.20

**Galco Timer**
8729W2230—Galco 7J Center Register Timer. Red hour hand for easy reading. ¼ Second. Start and stop from [illegible] back from side button. (Not Taxable.)
Suggested Retail $45.50

**Skin Divers Watch**
8005W3949—17 jewel movement Stainless steel case. Black dial and bold radium figures for easy reading. Rotating bezel divided into 5-minute segments. Guaranteed waterproof to 350 feet below sea level. Sugg. Ret. $80.60



**All Items Taxable Except as Noted**

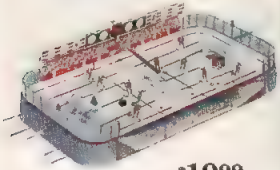
$15.88 without batteries

### Floor Model Hockey Game with realistic 3-D figures

Big rink action in all steel frame, aluminum folding legs. Players individually controlled . . twist, turn; skate forward, back; use stick-handle and shoot magnetic puck. Goalies block side to side.

Light signals score (order 2 "D" batteries below at the right). 36 x 71 inch rink, puck ejector, pennants, rules, paint set to color 12 polyethylene players.

**79 N 419L**—Shipping weight 18 lbs. **$15.88**



$10.99

### Wide-open play patterns with slide-action hockey players

Goalies move, block, pass. 3 forwards, 2 defense men on each team skate up and down rink, even behind nets . . pass, block, spin, shoot, score. Extra forward for last minute of play when goalie is removed. Puck dropper on side panel with scoreboard, crowds. 36x18 in. hardboard rink, steel frame. Light signals score (order 2 "D" batteries below at right).

**79 N 292L**—Shipping weight 11 lbs. **$10.99**

$9.99

### Players shoot marble puck for a fast game of Hockey

Players block and shoot marble puck from fixed positions on rink. Goalies block from side to side. Skaters are controlled by metal rods. Strong hardboard rink is set in a steel frame, 36x18 inches.

Includes 10 players, 2 goalies, 6 pennants in authentic colors, 2 plastic nets, plus rule and instruction book.

**79 N 224L**—Shipping weight 12 lbs. . **$9.99**

*Curved and "S" shaped slots put the punch and excitement of real SKATING action into every match*

## Canadian Electric Hockey Game

With 24 extra players . . enough for 6 full teams

$12.44 without batteries

Cover the ice like the pros on this big 21x36-in. ice rink. Shoot, pass, block . . get the "feel" of regular stick handling with magnetic puck in motion. Maneuver players by twisting metal rod . . gear mechanism in figure. Clear protective window shields around ends with grandstands at sides.

Set includes overhead scoreboard, championship badge, rule book, instructions, regular puck and "magnetic" puck. Hardboard rink in metal frame. 2-6 players. Order 2 "D" batteries below.

**79 N 335L**—Shipping weight 13 pounds . **$12.44**

**79 N 4660** "D" Batts. Wt. 4 oz. Ea. 16c; 4, 60c

Good for miles of traveling fun

# Stake Wagon

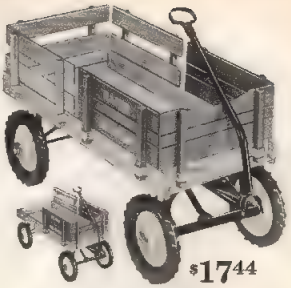
No pinched fingers . . all wagons except Tot-size have Fit-Grip handle with smooth rounded edges

Lift off sides . . and it's a racing coaster

Only $11.33

Hardwood body on extra heavy-duty steel chassis. 15x30 in. long. Front, back edges of bottom beveled for smooth fit. Recessed tie rods. Stake brackets brightly plated for rust protection. Natural finish with seminole red stakes. Graphite bearings need no oiling. Fit-Grip handle 7x1¼-in. semi pneumatic tires can't puncture. Shipping wt. 25 lbs.

79 N 8119K . $11.33



$17.44

## Ready to haul BIG loads

This Wood Stake Wagon is 36 inches long, 8¼ inches deep with sides. Has smooth running nylon bearings that can't stick or rust and big 10-inch wheels with 1¾-inch semi-pneumatic tires. Reinforced with steel cleats and box rods. Easy to steer even on sharp turns. Lift off sides to have a speedy coaster. Clear varnished hardwood body enameled red with white trim.

79 N 8060L Shipping weight 41 pounds $17.44

Ball-bearing wheels for the quietest, smoothest ride you've ever known

$9.66

$7.66

## 36-inch long Steel Wagon

Rugged, sleek styling for the boy on the-go. Heavy gauge steel body with rolled edges . . enameled bright red with white trim. 17¾x36 in. long. 10-inch ball bearing white double disc wheels. Ball-bearing housing pressure-packed with grease. Puncture-proof semi-pneumatic 1¾-in. tires. Black enameled undergear and handle. Handle has tubular Fit-Grip.

79 N 8116L Shpg. wt. 32 lbs. . . . . $9.66

## 34-inch Steel Wagon

Joy for a boy . . fast, smooth riding. Bright red enameled steel body with white trim. 15x34 inches long. 8½-inch ball-bearing white double disc wheels housing pressure-packed with grease. Undergear and handle are black. handle with tubular Fit-Grip. 1¾-inch semi-pneumatic tires.

79 N 8114L—Shpg. wt. 28 lbs.. $7.66

NOTE: *All items on page partly assembled . easy to set up*

$5.66

$3.66

## Wagons to thrill little fellows

**Small-size.** All steel body with turned edges . . bright red enamel finish. 13x28 in. long. 7-in. wheels with 1¾ in. semi pneumatic tires make easy riding. Graphite bearings never need oil. Fit-Grip handle. Wt. 17 lbs.

79 N 8113C. . . .$5.66

**Tot's-size.** Bright red steel body . . turned edges. 12x25 in. long. 6-in. white wheels, black molded rubber tires. Black handle with regular grip. Aluminum-color hub caps. Wt. 12 lbs.

79 N 8110C $3.66

## Trail Cover

Live the Old West days. Tear-resistant cotton cover fits any wagon 27 in. long or longer. Over 30 in. high. 3 wire hoops included. Shpg. wt. 5 lbs.

79 N 8104C $3.56

$5.88

$6.44

$2.99

$15.99

$10.44

## Mickey Mouse Scooter

Mickey keeps a steady course on this 3-wheel scooter. Easy steering handle, wood footrest, red steel frame. Colorful plastic figure and 6 inch wheels. 30x31 inches high.

79 N 8804C—Wt. 8 lbs.. . $5.88

## Scooter Chief

38x34 in. high, with 10-in. ball-bearing wheels and 1¾-inch semi-pneumatic tires. Has foot brake, rear fender and parking stand. All steel, bright red finish. Shpg. wt. 15 lbs.

79 N 8813C $6.44

## Jr. Scooter

31x29 in. high, with 6-in wheels, ¾-in molded rubber tires. Convenient parking stand kicks down into place. Steel construction with bright red finish. Shipping weight 7 lbs.

79 N 8809C . . $2.99

## Speedster

Push-pull handle works chain drive. Feet steer it. 8 and 12-inch ball bearing wheels-semi pneumatic tires. Steel, 35 in. long. Red white trim. Freight (rail or truck) or express. Shpg. wt. 35 lbs.

79 N 8927N .. $15.99

## Bucket-Seater

Work handle back and forth, steer with feet. Tubular-steel frame, 34 in. long. 7-in. front wheels with rubber tires. 10-in. rear wheels with semi pneumatic tires. Wt. 17 lbs.

79 N 8932L $10.44

Two colorfully dressed characters step out of a fairy tale into every boy's and girl's heart

## HANSEL and GRETEL

**$12.98** each

### Imported from Germany . . Artfully designed by Europe's Master Craftsmen

Imagine caring for Hansel and Gretel from the famous, old tale. Lay them on their tummies and they call for "Mama." Put them on their back and their eyes close. When you stand them up, their eyes open to a beautiful, clear blue . . high-lighted by tiny, soft eyelashes.

Style their rooted blonde hair anyway you like . . each with a plastic brush. You can even give them a shampoo or bath. Both have hard plastic bodies, stand 16 inches tall. Arms, legs and head are fully jointed.

1 **Hansel** dressed in pants, shirt, jacket and straw hat. Shoes, socks
49 N 3397—Shpg. wt. 2 lbs. . . . $12.98

2 **Gretel** in apron-print dress and hat
49 N 3398—Shpg. wt. 2 lbs. $12.98

3 **Pebbles Flintstone** charms little ones with her pixie face and "peeking" tummy. Wears sleeveless-top, bikini pantries. Pony tail tied with bone. Jointed legs, arms. Vinyl. 16 inches tall
49 N 3620—Shipping weight 2 lbs. . . . . $7.97

4 **Popeye the Sailor** whistles through his pipe when pinched. Pose him many ways . . even flexes his muscles. Jointed vinyl. 13 inches tall
49 N 3503—Shipping weight 1 lb. 3 oz. $3.97

5 **Kewpie** sits, tilts her head, and moves her arms and legs . . poses for you a hundred different ways. She coos, too. Plastic. 13 in. tall
49 N 3542—Shipping weight 1 lb. 2 oz. $2.97

6 **Poor Pitiful Pearl** changes from a drab ragamuffin to a cutie with an extra party dress and your loving care. Fully jointed vinyl body with long rooted hair. 18 inches tall
49 N 3502—Shipping weight 2 lbs. 8 oz. $5.97

### What will they say next? You never know with winsome, Mattel Talking Characters

**$5.97** **$4.97**

7 **Casper the Ghost.** Talk to him. Pull the ring . . he says one of 11 different things like, "I'm a friendly ghost. I like you." White rayon plush, stuffed body; plastic head. 15 in. tall.
49 N 3604—Shipping weight 2 lbs. 1 oz. $5.97

8 **Sister Belle.** Talks to you like your own sister. Says "Sing me a song; lets play house." Pull on the ring to hear one of 11 phrases. Wears removable pinafore, yarn hair. 17 in. tall
49 N 3625 Shipping weight 2 lbs. 4 oz. $4.97

# Teeny Tiny Tears

I'm so small, so soft to cuddle . . .
I drink and wet, shed real tears
and blow bubbles, too

New 12-inch Baby

**$4.29**

1 **My little Mommy can hold me with ease . .** my dainty size is just right to bathe and shampoo . . my petal-soft vinyl skin and soft, rooted Saran hair thrive on water She can hold my bubble pipe, my bottle, give me my pacifier . my play things add hours more fun

Put me down after feeding, I cry tears and wet, just like a real baby My dress is a pretty pastel, with frosty white trim. *Order more fun-time clothes at left.*

Shpg wt. 1 lb. 4 oz.
49 N 3013 $4.29

## Extra Outfits for Teeny and other 12-inch Dolls

2 **Sunday Best.** Adorable big-brimmed bonnet to frame dolly's face. Matching cotton dress in sleeveless style with peter pan collar . . trimmed with perky white lace. Bootees, rattle
49 N 3081 Shipping weight 4 oz .Set $2.97

3 **Playtime.** Perfect for good times with Mom: my Gay cotton corduroy overalls with bib top; long-sleeved shirt of floral-print knit cotton, ribbon tie knit bootees Rattle included
49 N 3078—Shipping weight 4 oz . .Set $2.97

4 **Travel Time.** 3-piece set of pretty knit . . just right for outings and buggy rides. 3-button classic cardigan sweater, full-length leggings, ribbon tie bonnet. White
49 N 3077—Shipping weight 4 oz. . .Set $2.97

*Dolls not included with outfits above.*

## Teeny and her Storage Trunk of Clothes and Toys

Just like doll above . . here completely outfitted, wearing white ruffled dress diaper, knit bootees. Other fashions are lace trimmed "baby doll" pajamas, appliqued jumper over white knit shirt Bottle, bubble pipe, pacifier included, Pastel carrying case goes visiting with Mommy. About 3x9x13 in high.
Shpg. wt. 2 lbs. 8 oz.
49 N 3016 .. $7.99

5 **Drink-and-Wet Doll** 14-in toddler with sleep-wake eyes, Sleeping eyes Molded plastic body jointed arms, legs Washable lace trimmed bib-top dress Panties, socks, Plastic shoes Bottle included Shipping weight 1 lb
49 N 3083 $2.98

6 **12-inch Baby** drinks, wets Wears applique print dress with bootards Wardrobe trunk holds 5 to 6 outfits Fully jointed doll has rooted hair Sleeping eyes Bottle incl Shpg wt 2 lbs 4 oz
49 N 3027 $3.99

7 **16-in Betsy Wetsy.** Famous toddler can drink, wet Molded plastic body, skin-like vinyl head, arms . . takes to water with case Perky 2 pc outfit has matching bonnet Wears shoes Bottle Shpg wt 2 lbs.
49 N 3051 $6.99

8 **With Bather-Feeder.** Tiny's sheer pajama is pretty pastel She loves bathtime . . her plastic bather floats doubles as feeding stand too. Bottle bubble pipe, soap, sponge, pacifier incl
49 N 3017—Shpg wt 2 lbs. 8 oz. $7.99

9 **With Playpen.** 2-pc bunny-hood pajama and bootees 18-in plastic pen. Bottle bubble pipe, rattle, pacifier
49N3082 Shpg.wt. 5 lbs. $9.99

## Tiny Tears is 16 inches tall

Chubby and lovable toyland celebrity cries real tears, blows bubbles, drinks and wets. Body jointed arms and legs, head all velvet-soft vinyl . washable as can be. Baby-fine rooted hair

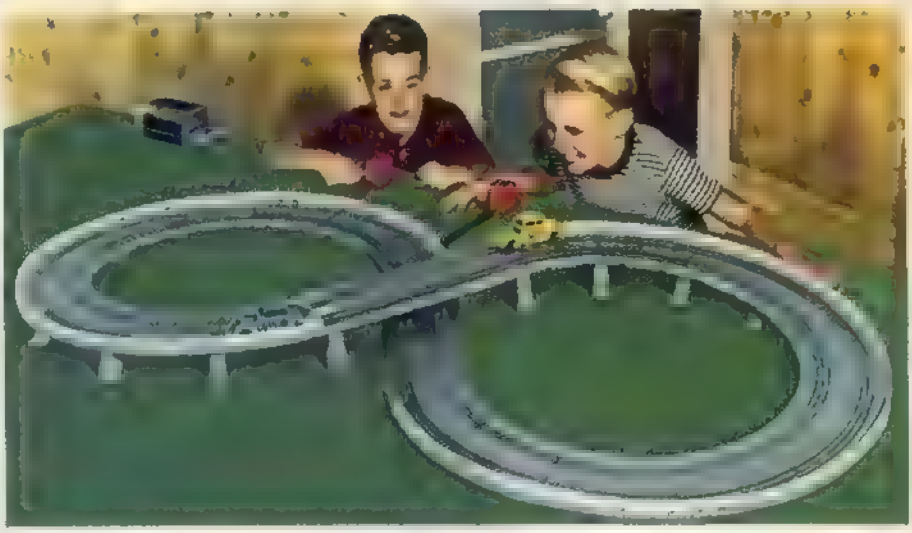
# GILBERT® AMERICAN FLYER AUTO-RAMA RACE SETS

## Speedway Figure 8 Race—2 Lanes, 2 Cars

• Real Racing Thrills • Over And Under Raceway

5738T2098—This new, ingenious, Auto-Rama Set operates as a 2-car, single figure 8 with a large radius loop at one end and a small loop at the other. Each car is controlled individually by a pedal-type accelerator from crawl to collision speed, powered by a 1-amp. Power Pack. Set includes 2 Fords, 10 sections Turnpike Curved Roadway; 10 sections City Curved Roadway; 4 straight sections (7"); 4 straight sections (5⅛"); 24 Roadway locks; 2 Spare Pickups, 14-pc. plastic graduated ramp set, 78-pc. fence set; 2 speed controls, 1 amp. D.C. output Pike Master Power Unit; plus customizing kit of decals. Ship. wt. 11 lbs.

**Mfr's. Sugg. Retail $34.98**



Speedway Figure 8 Race—2 Lanes, 2 Cars

## "Which Lane?" Chicane Race

• Which Way Will They Go? • Full of Racing Thrills

5739T1498—This new oval racing set features a special "chicane" section that adds a terrific new element of chance to racing. It enables cars to change lanes—but you never know whether they will or not. Each driver operates his own car independently in either lane, side-by-side or bumper-to-bumper. Set includes: 1 red and 1 yellow Flyer Kart; 12 sections curved roadway; 2 sections straight roadway, 1 "chicane"; fence set, 2 speed controls; 1-amp. power unit, plus customizing decal kit. Racing thrills every time the cars enter the "Which Lane?" chicane. Ship. wt. 9 lbs.

**Mfr's. Sugg. Retail $24.98**

## Speedway Figure 8 Race—4 Lanes, 4 Cars

• Each Car Individually Controlled • Realistic Racing Excitement

5740T4198—Now 4 people can race with this new speedway race. Over and under figure 8 has 4 lanes for 4 cars to make a spectacular speedway for four racing "drivers." Each of the four controls his car individually with his own pedal-type accelerator from crawl to collision speed, powered by two 1-amp. Power Packs. Set includes 4 electric powered Fords, 20 sections of Turnpike curved roadway, 20 sections city curved roadway, eight 7" sections straight, eight 5⅛" straight sections of roadway, 48 roadway locks, 4 spare pickups, 28-pc. plastic graduated ramp set, 156-pc. plastic fence set, 4 accelerator speed controls, 2-one amp. D.C. output Pike Master Power unit (U.L. and C.S.A. approved) plus car customizing kit of decals. Ship. wt. 17 lbs.

**Mfrs. Sugg. Retail $69.98**

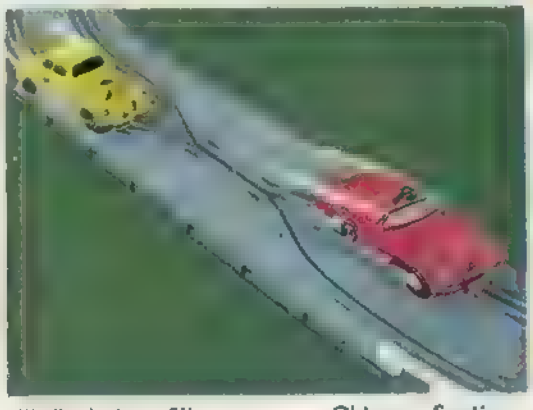
"Which Lane?" Chicane Race

## "Which Lane?" Chicane Sections

• Fits Any Auto-Rama Race Set

5741T298—New, exclusive special roadway sections on which any Auto-Rama car can change lanes in mid-race. It's unpredictable, which is why it adds so much fun to racing. Set includes 2 power Lane Controls, which must be pressed for uninterrupted car operation. Instructions included for simple installation on any Auto-Rama race set.

**Mfr's. Sugg. Retail $4.98**



"Which Lane?" Chicane Sections

Speedway Figure 8 Race—4 Lanes, 4 Cars

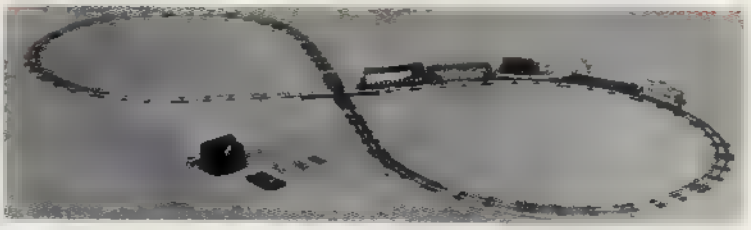
# GILBERT® AMERICAN FLYER Electric Trains

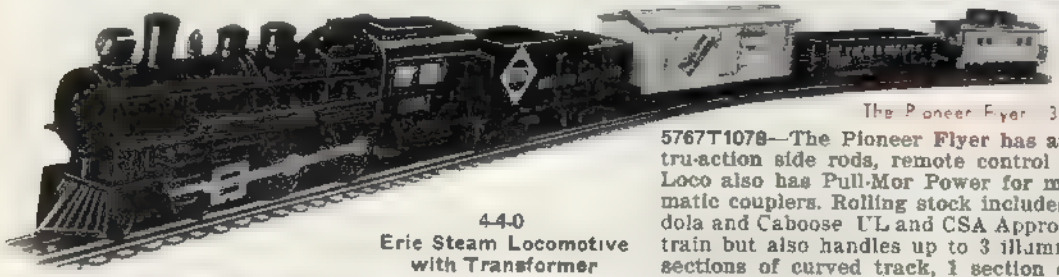
**Deluxe Pike-Master Track in S Gauge For Realistic Layouts**

Special 60 Pc. Freight Set With Transformer

**2806T1888**—"Dispatcher" Freight and Figure 8 Roadbed Set. Baldwin Diesel Locomotive and 4 cars with Transformer. Baldwin Locomotive, with Pull-Mor power, worm drive motor and headlight. Rolling stock; Super "Long Hopper," Operating Crane Car with working boom, Flat Car and Red Caboose. Includes Uncoupler, 40 Watt Transformer with circuit breaker, UL and CSA Approved. 18 Curved track, 4 straight track, 4 straight ½ track, crossing, 24 pieces of roadbed, track terminal. Instruction sheet.
**Mfr's. Sugg. Retail $34.98**

**"Dispatcher" Freight and Figure 8 Roadbed Set Baldwin Diesel Locomotive and 4 Cars in 60-Pc. Set**



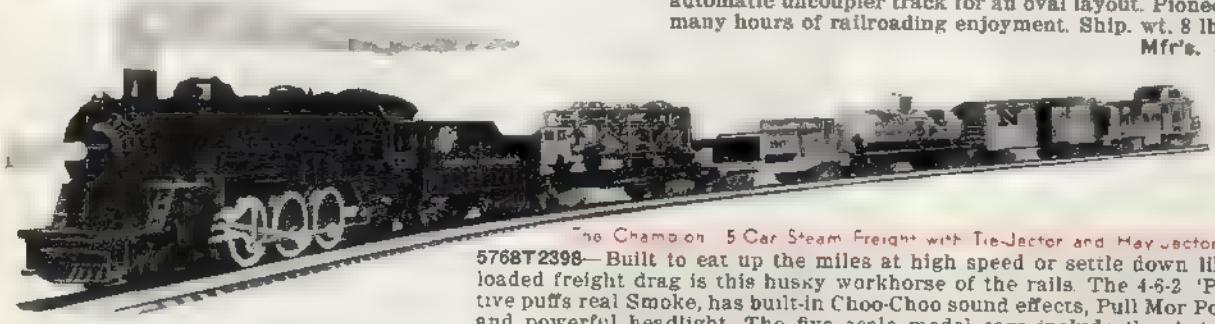


The Pioneer Flyer 3 Car Freight Train

4-4-0
Erie Steam Locomotive with Transformer

Complete Freight Train Set. Retail $17.98

**5767T1078**—The Pioneer Flyer has an 8-wheel locomotive (4-4-0) with tru-action side rods, remote control starting, stopping and reversing. Loco also has Pull-Mor Power for more climb, haul and speed. Automatic couplers. Rolling stock includes Mounds Candy Car, T & P Gondola and Caboose. UL and CSA Approved transformer not only operates train but also handles up to 3 illuminated accessories. Set includes 8 sections of curved track, 1 section of straight track, 1 terminal and automatic uncoupler track for an oval layout. Pioneer Flyer will provide many hours of railroading enjoyment. Ship. wt. 8 lbs.
**Mfr's. Sugg. Retail $17.98**



The Champion 5 Car Steam Freight with Tie-Jector and Hay-Jector Action Cars.

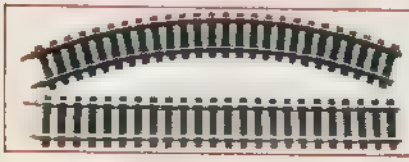
4-6-2 "Pacific" Loco with 50-Watt Transformer

**5768T2398**—Built to eat up the miles at high speed or settle down like a veteran with a loaded freight drag is this husky workhorse of the rails. The 4-6-2 'Pacific" type locomotive puffs real Smoke, has built-in Choo-Choo sound effects, Pull Mor Power, remote control and powerful headlight. The five scale model cars include the Automobile Car, Action Tie-Jector Car Shell Tank Car, Action Hay-Jector Car, and Illuminated Caboose. 12 New Pike Master track sections form super-real oval layout of 8 curved sections, 3 straight and 1 automatic Uncoupler-Terminal track. 50-watt Transformer has built-in circuit breaker UL and CSA Approved. Ship. wt. 12 lbs.
**Mfr's. Sugg. Retail $39.98**

Santa Fe Diesel Freight Set

**5769T1798** — Special freight outfit containing a two unit Santa Fe Diesel with remote control and Pull-Mor power for more power and speed. Rolling stock includes N.Y.C. box car with sliding doors, tank car, Mounds candy car, gondola car and caboose. Powered by 25 watt transformer (operates train and up to 3 accessories). Figure 8 layout includes 12 curved track, 3 straight track, 1 straight terminal and uncoupler section, and 1 crossover.
**Mfr's. Sugg. Retail $29.98**

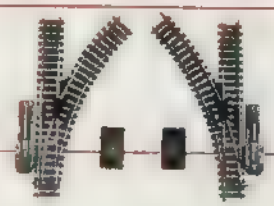
**Special 25 Piece Diesel Freight Set**
**$52.00 value if purchased separately. Complete and ready to set up and run.**



**Pike-Master Track**

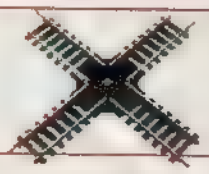
**5651T216**—New Pike-Master curved track sections. Realistic 2-rail track—scale ties with prototype spacing. Can be used with standard 2-rail S gauge track. Pkg. of 12. **Mfr's. Sugg. Retail $0.30 ea.**
**5652T216**—Package of 12 Pike-Master straight track sections. **Mfr's. Sugg. Retail $0.30 ea.**

Retail Prices are suggested only . . . they may vary in different areas.



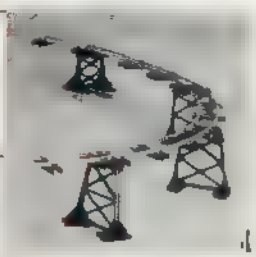
**Remote Control Switches**

**5653T586**—Positive action electric switches with Red and Green position lights. Remote contro. box has two switch control levers. Lights remain illuminated when train is not running. Sold in pairs only. Right and left hand switches. **Sugg. Retail $9.96 a pr**



**90° Crossing**

**5654T90**—No model layout is complete without one of these 90° crossings enabling you to have one train pass in front of another or to intersect 2 main lines. 10" long.
**Mfr's. Sugg. Retail $1.50**



**1550T298** — **Railroad Trestle Set.** 24 abutments raises to 4-3/4". Requires 26 track sections. Arrange in figure 8's, or other variations. Cannot be used with 'O' or '027' track. **Retail $4.98**



**American Flyer Trains Sound Real—Look Real**

# Inventors' Corner

YOUR CHOICE

$3.77

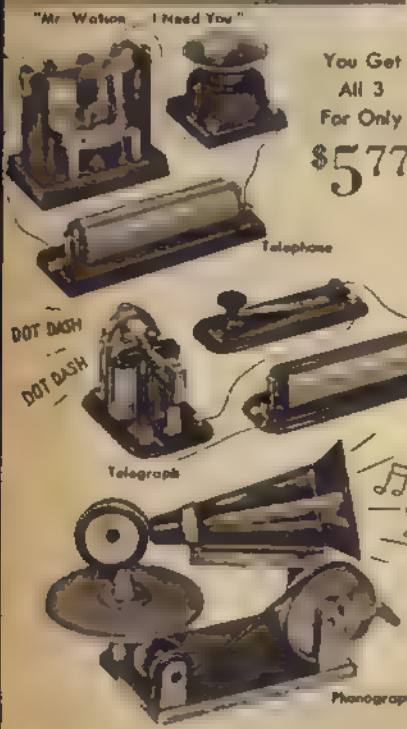
1 TO 4 **Science Center** of applied and basic sciences. Clearly illustrated with simple instructions yet comprehensive and educational.

(1) **Weather Station.** Builds weather forecasting instruments able to record wind speed, direction . . . precipitation, humidity. Explains sky patterns.
48 T 2255—Ship. wt. 1 lb. 4 oz. . . . . **$3.77**

(2) **Motor Generator. Electrical Engineering.** Build battery operated motor that works. Also builds electrostatic generator . . . when driven by motor, generates harmless static electricity for experiments.
48 T 2274—Ship. wt. 1 lb. . . . . **$3.77**

(3) **Solar System Planetarium.** Build your own accurate planetarium and learn about the universe . . . planets, sun, moon, earth, galaxies . . . their relation to each other.
48 T 2257—Ship. wt. 1 lb. . . . . **$3.77**

(4) **Automotive Physics: Mechanical Engineering.** Build a working automobile chassis. Operating see-thru mechanical assemblies. Understand how car runs.
48 T 2253—Ship. wt. 1 lb. . . . . **$3.77**




You Get All 3 For Only

$5.77

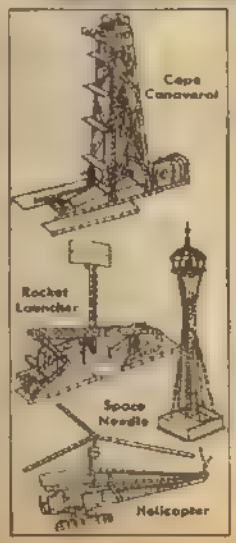
## INVENTORS' KIT

**Inventors' Kit.** Make real working models. Will be the delight of any youngster as they are great fun to build . . . and educational.

- **Telephone.** An exact replica of Alexander Graham Bell's first phone. When assembled it actually makes, receives your phone call.
- **Telegraph.** Detailed working model of an early Samuel Morse telegraph. Morse code may be sent, received when completed.
- **Phonograph.** A working replica of Emile Berliner's original phonograph. When completed plays a 45 RPM record (not included).

Now all three exciting kits in one package at one low price. Full instructions incl.

{348 WARDS RACKS} 48 T 2276—Wt. 2 lbs. 8 oz. Package of 3 **$8.77**




Famous A. C. Gilbert Erector Sets. Pieces from all sets are interchangeable. Motors UL Appr. for 110-120-V, 60-cycle, AC. All sets include instruction manuals.

**Master Builder Set.** Most complete Erector set ever made. Tremendous quantity, variety of parts. Makes every Erector model ever designed plus designs of your own. 2 electric motors, one with forward, reverse. Double steel cabinet cbt. 20¼x18½x2¾ in. Build Space Needle, Lunar Drill, Rocket Launcher, Satellite Tracker . . . many more.
48 T 2465 MB—*Mail.* Ship. wt. 27 lbs. No Money Down. . . . .Cash **$54.66**

**Lunar Drilling Rig Set.** Makes giant drilling rig with motor for planetary exploration. (Shown with master set above.) Also builds Walking Robot, Satellite Tracker, Ferris Wheel, many others. *Mailable.*
48 T 2464 M—20¼x12¼x2¾-in. Steel Box. Ship. wt. 18 lbs. . . . . **$25.99**

**Cape Canaveral Set.** Builds space age models: Cape Canaveral, Rocket Gantry, Jet Aircraft, Astronaut Crane, Conveyor Belt, plus many others. Has motor and wide variety of parts. Ship. wt. 11 lbs.
48 T 2463 M—About 18¼x10¾x3¼ in. Steel Box. *Mailable.* . . .Set **$17.33**

**Rocket Launcher Set.** Powerful motor. Features Rocket Launcher that raises, automatically fires rocket as radar antenna turns. Builds many other models. In 16¼x10¼x2-in. Steel chest.
48 T 2462 M—*Mailable.* Ship. wt. 10 lbs. . . .Rocket Launcher Set **$12.99**

**Helicopter Set.** Builds battery operated helicopter (batt. not incl.), Radar Scanner, Airplane Ride . . . others. Abt. 16¼x10½x3-in. Steel Box.
48 T 2461—Ship. wt. 6 lbs. 8 oz. . . . . .Helicopter Set **$7.99**

(A) $6.95

(B) $4.95

$2.77 (C)

# Dandy Handy Andy Tool Sets by Skil Craft

**Special Combination Offer.** Save $1.00! When you order any tool set (A, B, C, D) in combination with the work bench, you save $1.00 on the price of the bench only. See "Ordering Information" with bench (E) listed below.

(A) **32-Pc. Tool Set.** With hip roof steel tool box 18x8x6 in.—tools are easily accessible. Handle. Filled with sturdy "Blue-Diamond" tools: claw hammer, large hand saw with tempered spring steel blade, 4-in. and 5-in. magnetized screw drivers, coping saw with 4 blades, forged slip-joint pliers, plane, brace, bit, spirit level, wrecking bar, tri-square, triangle, 3 double open end wrenches, mallet, chisel, pencil, ruler, nail pak and 6 pieces of sandpaper. Now put him to work.

48 T 2482 D—Ship. wt. 7 lbs. 4 oz. 32-Pc. Set **$6.98**

(B) **28-Pc. Tool Set.** Handy all purpose set in steel box 16x8x3 in. with safety lock and handle. Heavy-duty "Blue Diamond" tools: claw hammer, hand saw with tempered spring steel blade, magnetized screw driver, coping saw with 4 blades, pliers, tri-square, triangle, brace, bit, plane, spirit level, 3 double open end wrenches, mallet, pencil, ruler, nail pak, 2 pieces sandpaper.

48 T 2481 D—Ship. wt. 5 lbs. 12 oz. 28-Pc. Set **$4.98**

(C) **21-Pc. Tool Set.** Fine quality set in 14x2½x5-in. steel box with clasp lock and convenient carrying handle. Includes "Blue Diamond" tools: claw hammer, hand saw with tempered spring steel blade, magnetized screw driver, pliers, coping saw with 4 blades, tri-square, triangle, 3 double open end wrenches, nail pak, mallet, pencil, ruler and 2 pieces of sandpaper.

48 T 2480 D—Ship. wt. 3 lbs. 8 oz. 21-Pc. Set **$2.77**

(D) **37-Pc. Deluxe Tool Set.** Our finest set in steel wall cabinet 18x10x4 in. Heavy-duty "Blue Diamond" tools: claw hammer, large hand saw with tempered spring steel blade, 3 magnetized screw drivers, coping saw with 7 blades, forged slip-joint pliers, plane, brace, 2 bits, level, wrecking bar, 3 double open end wrenches, tri-square, triangle, mallet, chisel, carpenter's pencil, ruler, nail pak and 6 pieces of sandpaper. Jr. carpenter can fix most anything.

48 T 2499 D—Ship. wt. 9 lbs. 4 oz. 37-Pc. Set **$8.95**

(D) $8.95

(E) $9.95

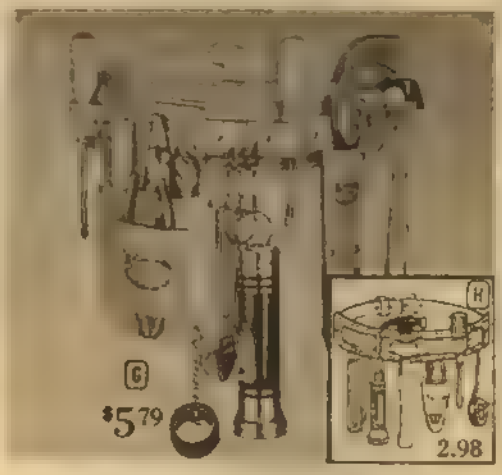
## NEW! All Wood Work Bench . . . Extra Sturdy—Wobble-Free

(E) **The best work bench for boys we've seen.** Stands firm . . . no sliding or wobbling. Strong durable construction . . . takes lots of pounding. Legs of heavy pine boards with natural finish. Heavy-duty work surface is ¾ in. thick plywood (not the usual thin hardboard) with deep nail trough. Easily put together with nuts and bolts. Comes unassembled to save you shipping costs. Handy back rail with slots for tools.

48T247 IMOD—Bench Only. *Mailable.* (Tools, finished project not incl.) Ship. wt. 25 lbs. **$9.95**

**Bench When Bought In Combination** with tool sets (A), (B), (C), (D) . . . . . **$8.95**

(F) $3.95




(G) $5.79

$3.69 (J)

## Jr. Mechanic Set

(F) **Jr. Mechanic Tool Set.** Repair wagons, bikes etc., keep those wheels turning. In steel box 16x8x3 in. with safety lock, handle. Contains: ball pein hammer, heavy-duty magnetized screw driver, hack saw with metal-cutting blade, forged pliers, 3 double open end wrenches, oil can, a can of "3-in-1" oil, roll of friction tape, tube of cement, tire patching kit. Any boy will love this all-purpose "fix-it" kit. Ship. wt. 4 lbs. 8 oz.

48 T 2497—Complete 14-pc. Set . . . **$3.98**

**Play tools for Tiny Tots** Shown on Pg. 293. **Tots Tool Belt** on Pg. 299.

## Holster Tool Belt Sets

(G) (H) **Fine Holster Tool Belt Sets.** Genuine leather adjustable belts. Flashlights take 2 "D" batteries (not incl.).

(G) 22-Pc. Holster Belt Set. Ace High with Jr. Workmen. Includes saw scabbard, hammer holster, PLUS saw; long nose, regular pliers; cross point and regular screw drivers; 9-oz. hammer; 9-in. adjustable wrench; 3 open end wrenches; folding rule; friction tape; pencil; key ring; flashlight.

48 T 2476—Ship. wt. 3 lbs. 6 oz. . . . . 22-Pc. Set **$5.79**

(H) Holster Belt Set (see sketch) like (G) but 7 Pcs. Includes: holster belt, 9-oz. hammer, pliers, screw driver, flashlight, 2-ft. folding rule and friction tape.

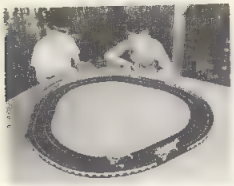
48 T 2472—Ship. wt. 2 lbs. 4 oz. . . . . 7-Pc. Set **$2.98**

48 T 2339 X—"D" cells. Wt. 4 oz. . . . . Ea. **18c**, 4 for **80c**

## Project Kit

(J) **A Really Worthwhile "Do-It-Yourself" Kit.** Young carpenters will learn the principles of carpentry. Construct real footstool, bookrack, wall shelf, bird house, tie rack and cradle with amazing project kit. Big 122 page, illustrated book of instructions on carpentry and woodworking. Set includes nails, carpenter's nail apron, set of 6 project blue prints that are easy to follow, 5 pieces of custom-designed 9¾x11¼ in. lumber in assorted thicknesses. Wonderful ways to while away many happy hours "hammering away" in the basement, garage or special work room. Fun fills need to create.

48 T 2454—Shipping wt. 5 lbs. . . . . Kit **$3.69**

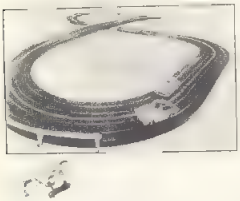


## TRI-OVAL TROTTERS SET
**GILBERT**

Race with authentically styled horse-drawn sulkies. Each rig remotely controlled. Includes 2 sulkies, track, plastic fence, 2 accelerator speed controls, 1-amp DC output Pike Master Power Unit. Layout takes 4-foot square area.

Pkd. 8, wt. 56 lbs.

| No. | | Retail |
|---|---|---|
| 19091 | ★ | $28.00 |



## THUNDERJET ROAD RACE SET
**AURORA**

Consists of 2 Thunderjet "500" cars, 2 speed controls with reverse switch and brake, track sections, 4 trestle posts, guard rails and posts, and 18 volt D.C. power pack.

Pkd. 3, wt. 21 lbs.

| No. | Retail |
|---|---|
| 1302 | $25.00 |

## INTERNATIONAL ROAD RACING SET
**STROMBECKER**

With highly detailed Ferrari Testa Rosa and D-Jaguar racing cars in authentic racing colors, huge 6-foot, figure-8 layout, New DeLuxe Pistol-Grip Rheostat Control Throttles. Accessories include 12 overpass supports, 8 fence sections, Chicane obstacle track and guidebook

Pkd. 3, wt. 20 lbs.

| No. | | Retail |
|---|---|---|
| 9950 | ★ | $30.00 |

## MONZA 8 RACING SET
**DOWST**

2 Corvair Monza racing cars roar around a figure 8 track. Includes 2 pushbutton controls, 85 inches of track, overpass supports, grandstand and control tower. Battery operated (batteries not included)

Pkd. 12, wt. 40 lbs

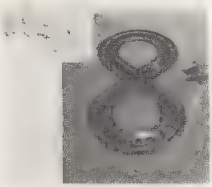
| No. | | Retail |
|---|---|---|
| 5100 | ⊛ | $8.00 |

## "MONZA BIG POWER 8" TABLE-TOP RACING
**DOWST**

Includes: 2 realistically detailed die-cast metal Mini-scale Corvair Monza racing cars; 3-Volt power-pack; 2 rheostat control throttles, Customizing decals; 5 straight track sections and 4 curved track sections which make up into figure-8 46 x 29 inches, total circuit measures 133 inches; overpass bridge supports, colorful grandstand and control tower, and complete instructions for easy assembly.

Pkd. 6, wt. 29 lbs.

| No. | | Retail |
|---|---|---|
| 5200 | ★ | $16.00 |



## INDIANAPOLIS "8" ROAD RACE
**ELDON**

Set includes 2 gear-driven race cars with rubber racing tires, 2 switches, UL approved power pack, pre-wired asphalt track and fencing. Big figure "8" racing track.

Pkd. 4, wt. 18 lbs.

| No. | Retail |
|---|---|
| 9814 | $15.00 |

## TRAIN SET W/ TRANSFORMER
**LIONEL**

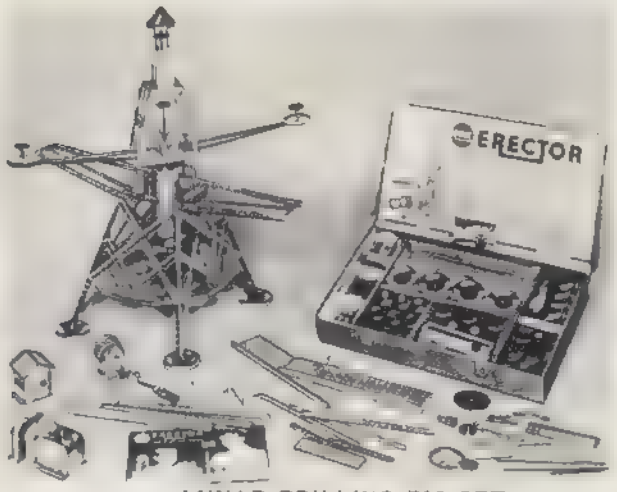
Two directional steamer with headlight, pipe flat car, hopper car, caboose, 8 sections curved track, 25-watt transformer, lockon, and instructions.

Pkd. 6,

| No. | | Retail |
|---|---|---|
| 11311 | ★ | $15.00 |

# GILBERT® CAREER BUILDING SCIENCE TOYS

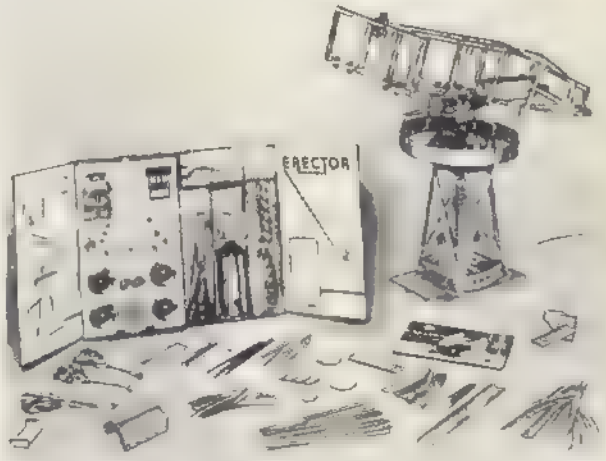
## featuring ERECTOR . . . the famous ALL STEEL construction set




### LUNAR DRILLING RIG SET

5798T2278—The Lunar Drilling Rig illustrated above is only one of several hundred models which may be constructed with this set. Among the projects to build are walking robots, satellite tracker and an operating ferris wheel. Complete with powerful erector motor, forward and reverse speeds, plus 4 position gear shift. Set contains over 600 all steel parts, plus illustrated manual. Steel chest is 20¾" x 12¾" x 2⅝". Ship. wt. 18 lbs. Sugg. Retail $37.98

New Space Age Models Equipped with Powerful Erector Motors



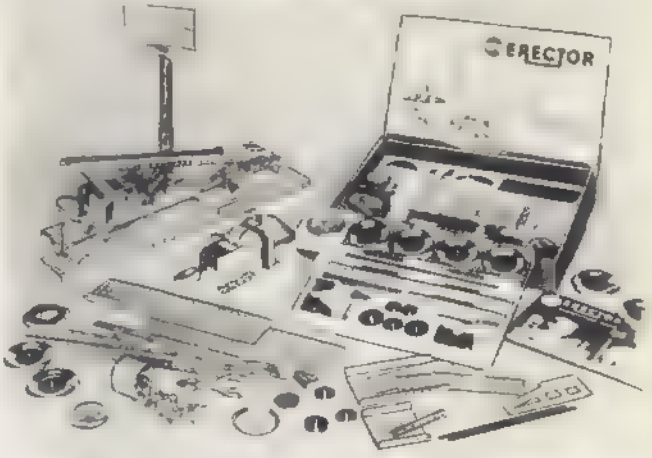

### ASTRONAUT SET

5799T2998—Make an Astronaut Trainer model that rocks as it whirls. Or build a giant "70-Ton" crane, rocket launcher, parachute jump, electromagnet crane or hundreds of other action models. Ingenious all-steel erector parts in myriad shapes and sizes. Equipped with big versatile erector motor with 4 position gear shift and forward and reverse speeds. Big double door steel chest measures 20¾" x 16¼" x 2¼". Ship. wt. 24 lbs. Sugg. Retail $49.98

### THE CAPE CANAVERAL SET

5800T1498—Build spectacular Space Age models like this Cape Canaveral Rocket Gantry, Jet Aircraft, "Cherry Picker" Astronaut Crane, Action Conveyor Belt, plus literally hundreds of others. Includes wide variety of all steel parts plus rugged 115-volt A.C. Motor. Chest 18½"x10⅛"x2⅞". Shipping wt. 11 lbs. Sugg. Retail $24.98

The All Time Favorite Educational Toy




### THE ROCKET LAUNCHER SET

5801T1198—Build your own launching pad and fire rockets into space as radar antenna turns, with this exciting erector set. Build and rebuild hundreds of fascinating all-steel models. Powerful electric motor plugs in and provides instant action for erector models. Models built with set: Rocket Launcher that raises, lowers and fires rocket into space, plus Trucks, Cranes, Rocket Servicing Tower and others. Steel chest is 16⅛"x10¼"x3". Ship. wt. 9¼ lbs. Sugg. Retail $19.98

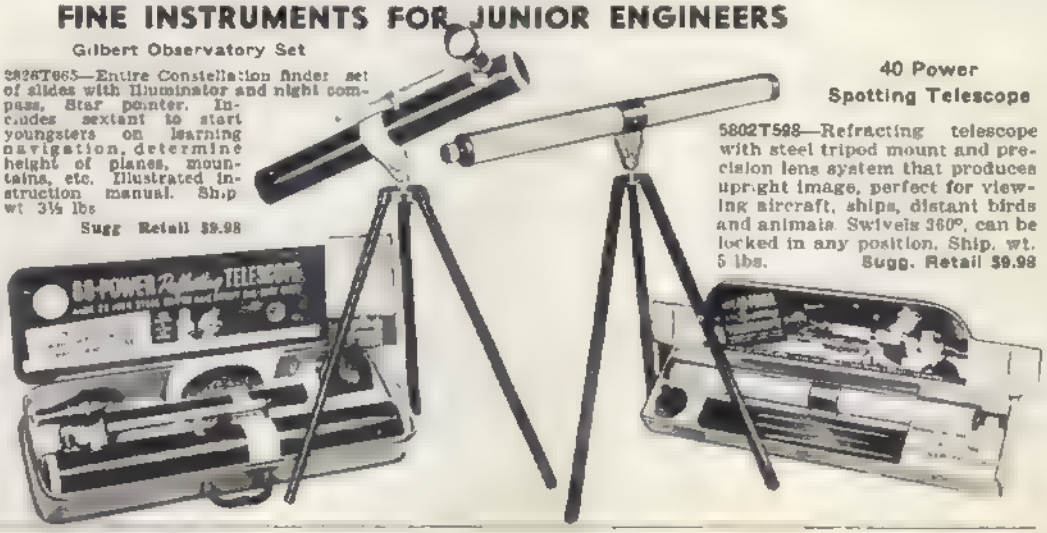
## FINE INSTRUMENTS FOR JUNIOR ENGINEERS

### ASTRONOMER'S TELESCOPE

2827T1198—30-power instrument. Close-ups of the moon, Jupiter, Saturn, Mars, and other wonders of space. Observe the sun in perfect safety with sun viewer. Tripod in sturdy die-cast and heavy gauge steel, permits telescope to swivel 360 degrees and lock firmly in any position. Simulated leather zippered case for hand carrying. Ship. wt. 7 lbs. Sugg. Retail $19.98

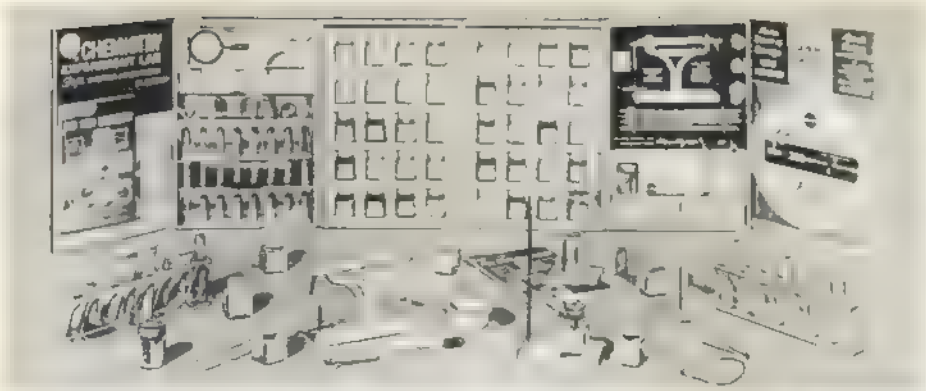
### Gilbert Observatory Set

2826T665—Entire Constellation finder set of slides with illuminator and night compass. Star pointer. Includes sextant to start youngsters on learning navigation, determine height of planes, mountains, etc. Illustrated instruction manual. Ship wt. 3½ lbs. Sugg. Retail $9.98




### 40 Power Spotting Telescope

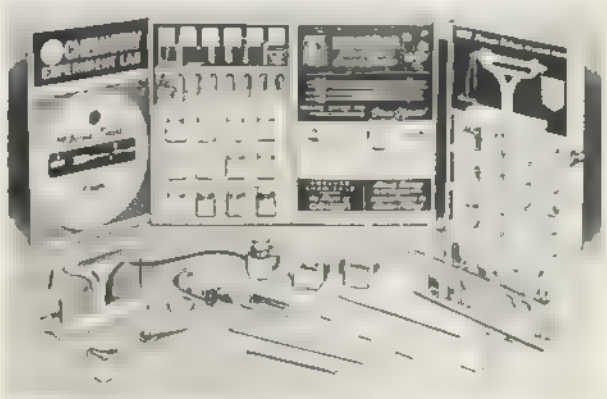
5802T598—Refracting telescope with steel tripod mount and precision lens system that produces upright image, perfect for viewing aircraft, ships, distant birds and animals. Swivels 360°, can be locked in any position. Ship. wt. 5 lbs. Sugg. Retail $9.98



# GILBERT® SCIENTIFIC TOYS

**Chemistry Experiment Lab**

**5816T1798**—Crammed with equipment and safety-tested chemicals to do hundreds of fascinating projects such as: Plate objects with real 24K Gold; identify any kind of ink through color testing. Hydroponics: Growing plants without soil. Grow Crystals, test for metals. Master secrets of Crime Detection Set has new exclusive CHEM DIAL that lets you Dial-it-and-Do-it. Steel Chest. Ship. wt. 16 lbs. **Mfr's. Sugg. Retail $29.98**



**Chemistry Experiment Lab**

**5817T1078**—Big home laboratory, featuring wide assortment of chemicals and equipment plus new CHEM-DIAL. Set includes: Molecular Model Building Kit Safe Atomic Energy Spintariscope, Chemical Magic Experiments. Apparatus to make metal glass objects, plus hundreds of other interesting experiments. Steel Chest. Ship. wt. 10 lbs.
**Mfr's. Sugg. Retail $17.98**

**Chemical Magic Set**

**5818T598**—A complete set designed for fun with chemical magic tricks like changing "wine" to water writing "spirit messages, making disappearing ink or magic "snakes." Glass Magic Make glass objects like diving sub, fountain pen and many more. Steel Chest 9½"x13¾"x4½". Ship. wt. 10 lbs.
**Mfr's Sugg. Retail $9.98**

**Microscope and Lab Set**

**5819T598** Triple-turret instrument magnifies 6×, 12× and 50 times actual size, has plug-in electric illuminator plus mirror. Includes slides, needle, specimen and forceps. Die-cast metal. Packed on foam plastic Hock. Package size 10⅛"x13"x3½". Ship. wt. 2 lbs.
**Mfr's. Sugg. Retail $9.98**

**Microscope & Lab Set**

**5820T1498** - Includes Precision die-cast metal instrument with Binocular Eyepiece magnifying powers from 75 to 250 to 500 times actual size. Optical system can be rotated 180° to view large objects or zoom down to view small specimens. Wide assortment of apparatus, chemicals, stains, slides. Steel Cabinet 9¼"x13¾"x5". Ship. wt. 8 lbs.
**Mfr's. Sugg. Retail $24.98**

**Microscope and Lab Set**

**5821T1198**—Great range of focusing power up to 1000 times actual size. Also 100, 250 and 500 powers in click stop revolving turret. Zoom up or down for large or small objects. Brilliant illumination. Equipment includes slides forceps, filters, needles and specimens. Steel Chest 9½"x13¾"x5". Ship. wt. 8 lbs.
**Mfr's. Sugg. Retail $19.98**

**Physics Lab Set** ◀

**2819T1018**—Crammed with parts, equipment, apparatus for hours of fun. Fascinating experiments in solar heat, light bending, optics, fluid dynamics, air and water pressure, and many others. Set includes radiometer parabolic reflector, polarized filters, optical bench, beaker, illuminator, etc. Ship. wt. 5 lbs.
**Mfr's. Sugg. Retail $16.98**

**Electrical Engineering Set** ▶

**2824T778**—Build cars run by electromotive power—Build a DC motor or universal motor. 2 telegraph sets for code practice and secret communications, 2 searchlights. Investigate the properties of electricity, electrical switching, induction, static electricity. Ship. wt. 7 lbs.
**Mfr's. Sugg. Retail $12.98**

**Today's Adventures in Science Will Create Tomorrow's America**

# IMPORTANT

ADDED
PRE - CHRISTMAS SALES PUSH
for
**GILBERT**
**AUTO-RAMA**
featuring
*FLY-OVER CHICANE*

**14,000,000 4-COLOR BACK COVERS**
**on sale OCTOBER and NOVEMBER**
**NATIONAL COMICS GROUP**

Perfectly timed for Christmas sales, Gilbert's colorful, hard-selling ads will appear in thirty-nine National Comics magazines, read by an estimated 24,000,000 7 - 14-year-olds.

This means that in your store's shopping area, three out of four youngsters in this age group will be exposed to magazines featuring Gilbert's Auto-Rama race games.

Hence, it's only good business to carry Auto-Rama Sets, Fly-over Chicanes and accessories! Display them in windows and up front. Cash in on this powerful comics advertising.

SUPERMAN · DC · NATIONAL COMICS

© 1963 BY NATIONAL PERIODICAL PUBLICATIONS, INC.

**THE NATIONAL COMICS GROUP**
*MOST POWERFUL PRINT MEDIUM TO SELL KIDS*
295 E. 42nd STREET, NEW YORK 17, NEW YORK

# Speed up roller skate sales with Speed King

*the sidewalk line that's profit-proved*

#480—Extra long extension Red wheels with matching pads. Ball Bearing Wheels. Beautiful eye appeal.

#540—Trucks mounted on live cushions. Extends to 9¾". Fully bright plated.

#495—Smooth running wheels with double row ball bearings. Oscillating trucks. Adjusts to 11¼".

*See your hardware or toy jobber now*

Send for brochure

**HUSTLER CORPORATION** STERLING, ILLINOIS

# DON'T DISCRIMINATE
## INTEGRATE TRU-SCALE TRUCKS INTO YOUR SALES

TT-506
Semi-Dump Truck
$7.98

*Send for Catalog*

**CARTER TRU-SCALE MACHINE CO.** ROCKFORD ILLINOIS

# • BLOCK CITY - PRE - SCHOOL
## INTERLOCKING BUILDING BLOCKS

• IRISH MAIL
• BAT 'EM CATCH 'EM
• PITCH-N-FIELD
•

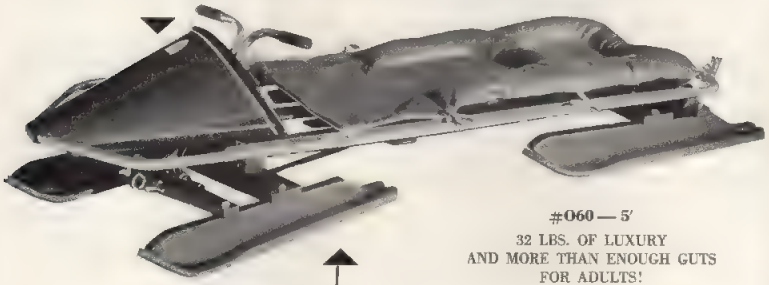
**PLASTIC BLOCK CITY**
1017 W. Washington St. • Chicago, Ill.

*How about a few*

# "BOB-O-LINK" BOBSLEDS

*to spice up your winter operation?*

## THE SLED THAT SKIS ANYWHERE SKIS DO



#060 — 5'
32 LBS. OF LUXURY
AND MORE THAN ENOUGH GUTS
FOR ADULTS!

**N. Y. OFFICE:** SCHEUER SALES CO., 200 FIFTH AVE., NEW YORK 10, N. Y.
**CHICAGO OFFICE:** BERNARD LEVIN, 1489 MERCHANDISE MART, CHICAGO 54, ILL.
FOR FURTHER DETAILS CONTACT THE ABOVE SALES OFFICES, YOUR NEAREST DISTRIBUTORS, OR THE FACTORY — TEL. #207-966-2600.

## "BET YOU'LL RE-ORDER!"

**A SWISS INSPIRATION ORIGINAL BY WITHINGTON**

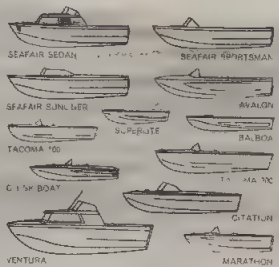
# WITHINGTON · WEST MINOT, MAINE

The extra feature of *happiness* is yours for free when you go Glasspar! Whether you fish, ski or lazy-cruise, all the joys of the waterworld are yours aboard one of the 17 superb models in the 1963 Fleet. Glasspar! Famous name, famous hulls, famous performance. Rugged fiber glass construction for strength, stamina and simple maintenance. Sleek new styling and luxurious accommodations for beauty and comfort. Your Authorized Dealer delivers a Glasspar Boat on easy terms. Write today for colorful literature—or see your dealer without delay. The fun's waiting for you out there on the water!

Glasspar

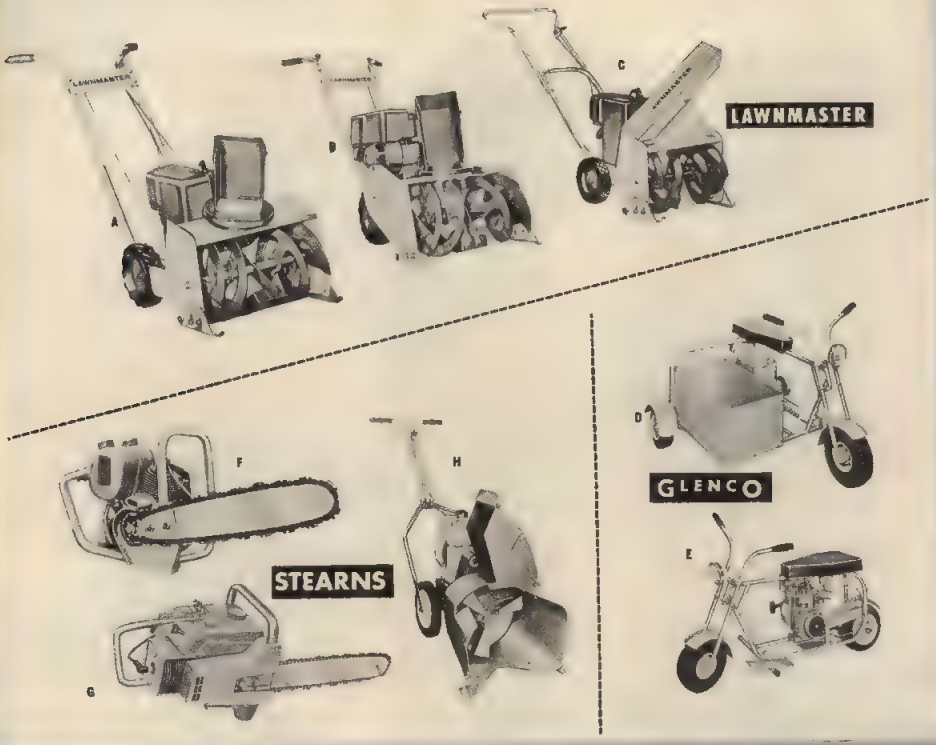
# Just for fun!

*Seafair Sportsman ... a run in the sun on California's Clearlake!*




**GLASSPAR COMPANY**

SANTA ANA, CALIFORNIA • NASHVILLE, TENNESSEE
OLYMPIA, WASHINGTON COLONIAL HEIGHTS, VIRGINIA




**A. Lawnmaster 18" Self Propelled Snow Thrower** #3-603. 3 H.P. 4-cycle engine. Fingertip control. Hand control swivel, chute directs snow 90° left and right. Chain driven. Adjustable skids. Approx. Weight 120 lbs.
51729F12663 ..... $189.00

**B. Lawnmaster 20" Self Propelled. Snow Thrower** #3-601. 4 H.P. engine. Chain driven impellor with centrifugal clutch. 90° swivel chute, right or left on-handle controls. Extra large tractor-tread wheels. Adjustable skids. Approx. Wt. 140 lbs.
62461F16013 ..... $239.00

**C. Lawnmaster 15" Snow Thrower** #3-600. Handle controls. 2½ H.P. 4 cycle engine. Reversible chute. Chain drive. Approx. Wt. 99 lbs.
51730F8643 ..... $129.00

**D. "Little Gen" Scooter #14.** 2¼ H.P. to 3 H.P. 4-cycle engine. Weight Approx. 50 lbs. Wheelbase 36"—overall 50". Tires 10 x 3.50 x 4. Automatic centrifugal clutch. Approximately 100 miles per gallon. 30 miles per hour. Red enamel finish.
12001F14900 ..... $198.00

**E. Glenco Scooter #4.** Clinton 2 or 4 cycle engine combination throttle and brake pedal. Automatic transmission clutch. 10 x 3.50 x 4 tires. Ball bearing wheels.
12000F11213 ..... $149.50

**F. Stearns Direct Drive Chain Saw #S-227.** 3 H.P. Weight 24 lbs. 16" cut bar and chain. Aluminum handle bar. Automatic Recoil Starter.
21496F9645 ..... $143.95

**G. Stearns "Flat Pak" Chain Saw #420.** 4½ H.P. Built-in chain tightener. 20" cut bar and chain. Toggle switch on-off action. Works in any position.
21495F14871 ..... $221.95

**H. Stearns 17" Sno Path—Self Propelled #S-7079.** 3 H.P. 4-cycle Briggs & Stratton engine. Shielded spark plug. Adjustable skids. 10" steel wheels—traction tread tires. 14 ga. steel scoop.
21492F12191 ..... $181.95
#S-7078—Same features—except not self propelled.
21494F8007 ..... $129.95

# GIRLS

*Move like real live babies*

**Thumbelina . she cries Wind her . . she wriggles** **$11.99**

She is 17 inches long. Hug her, she's cuddly soft. Dressed in a cotton knit outfit. Rootes Saran hair fun to comb, stay-place. Vinyl head, arms, legs, cotton cloth body filled with plastic foam. Has her own bottle, curl-all, and diaper bag.

49 N 3004 Shipping weight 3 lbs. 6 oz. $11.99

**Thumbelina cries, wriggles 'til you pick her up**

**$13.44**

About 20 inches long. Submarine-type cuddle-baby doll. Just wind the key. Her back and life-like Thumbelina will wriggle *and* cry, like a real baby. Pick her up, cuddle and she stops crying. Dressed in washable sunsuit and bonnet. Vinyl head, arms and legs. Cloth body filled with plastic foam. Rootes Saran hair.

49 N 3056 Shipping weight 3 lbs. $13.44

## Lullabye Baby

**Moves like a baby as music box plays**

**$4.89**

Stretches and twists . . seems almost alive. Just wind key in her back . . imported Swiss music box in her body plays Brahm's Lullaby. Music box animates doll . . she moves her head and body just like a real-life baby. Doll made of vinyl plastic, fully jointed. Bent fingers form a fist. Hair is rooted . . styled in wispy baby hairdo that's easy to comb. Dressed in striped cotton flannel sleeping outfit with matching striped stocking cap.

49 N3003–Wt. 1 lb. 8 oz. $4.89

## Thirstee Cry-Baby

**Bottle changes her tune**

**$14.66** without battery

Hungry, she cries . . fed, she gurgles happily. Record player in body has about 1 minute crying, 12 seconds gurgling. Push button in back and she cries. Put "Carnation" bottle to mouth and she gurgles. When she stops gurgling, mechanism moves needle back to start. Dressed in shirt, diaper, blanket. Has 2-pc. cotton pajamas, lace trim. About 21 inches long. Order 1 "D" battery below.

49 N 3044—Wt. 4 lbs. $14.66

"D" Battery. Wt. ea. 4 oz.
49N4660 Each 16c; 4 for 60c

1 2 3

## Crying, go-to-sleep Dolls $4.99 each

Cry voice like a real baby. Soft-to-hug cotton-stuffed cloth body has vinyl arms and legs. Rooted pixie hair fringes her lifelike vinyl face. 20 in. long. Dressed 3 ways for your choice.

1 In cotton romper with rickrack trim. Matching pants, bootees. Shpg. wt. 2 lbs. 8 oz.
49 N 3053 . . . . . $4.99

2 In 2 pc. cotton gabar dine snowsuit, bonnet. Shirt, panties socks, bootees. Shpg. wt. 2 lbs. 8 oz.
49 N 3054 . . . . . $4.99

3 In dress hat, slip. Shpg. wt. 2 lbs. 8 oz.
49 N 3055 . . . . . $4.99

Two of a kind mean

# Twice the Fun

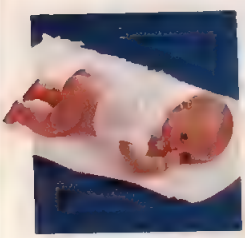
Girl or Boy
$2.99 each

## We drink, wet and hold our bottles

Wide-eyed sister and brother play together and with you. Each is 14 in. tall. Jointed plastic body, vinyl head, arms, and legs. Go-to-sleep eyes. Rooted hair you can comb

**Little Girl Twin.** Dress, panties, socks, shoes.
49 N 3085—Shpg. wt. 2 lbs 4 oz. . $2.99

**Little Boy Twin.** Suit, cap, socks, shoes.
49 N 3084—Shpg. wt. 2 lbs. 4 oz. . $2.99



### Bareskin Baby on Rug

$3.99

This lovable baby has just had her bath and she's oh-so-comfortable on a fuzzy simulated bear-skin rug. She's all vinyl with jointed head, arms and waist for natural baby poses. Carefully sculptured to look like real baby. Her eyes open for play close for naptime. About 14 inches
49 N 3011—Wt. 2 lbs. 12 oz. $3.99

### Bareskin Baby with wardrobe $7.99

This 14-in. bareskin baby has her own wardrobe of slack outfit, dress, pajamas, white pants and shirt, diaper and pin. Also soap, sponge, rattle, 3 hangers. She's sent to you lying on her own simulated bear-skin rug, and in a trunk. Jointed waist, head, arms on vinyl body. Go-to-sleep eyes
49 N 3087—Shipping weight 3 lbs. . . . . $7.99

### Toddler Twins with 3 outfits $5.99 set

Bob and Betty . . 10 inches of charming toddler. Each has a wardrobe of playsuit, pajamas and dress-up wear. Betty has rooted hair you can comb. Bob wears a natty beret. Both have go-to-sleep eyes. Vinyl bodies, jointed arms, legs, head. In carrying case.
49 N 3441 –Shipping weight 2 lbs. . . . Set $5.99

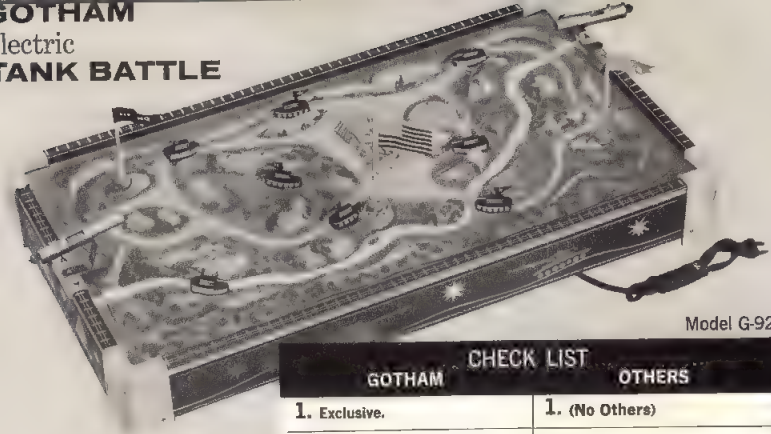
### Happy and Nappy playmates $7.99 set

Pert 'n perky Happy is wide awake. Cuddly Nappy's oh-so-sleepy. 17-inch infants with wispy rooted hair. Dressed alike in long dresses, panties, knit bootees. Jointed vinyl bodies. Go-to-sleep eyes.
49 N 3086—Shipping weight 5 lbs. . . . . Set $7.99

### Baby Twins drink and wet $3.97 set

They're bright and alert identical twins, wrapped together in a soft, warm blanket that ties with a pretty wide ribbon. Each is 12 in. tall, wears its own sacque and holds a nursing bottle. Smooth jointed vinyl bodies. Carefully sculptured face and hair look almost real. Go-to-sleep eyes.
49 N 3029—Shipping weight 1 lb. 8 oz. . Set $3.97

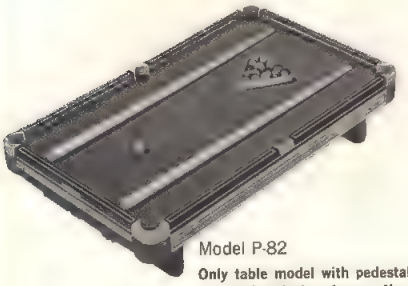
## GOTHAM
electric
## TANK BATTLE



Model G-925

| GOTHAM CHECK LIST | OTHERS |
|---|---|
| 1. Exclusive. | 1. (No Others) |
| 2. Vibrating action moves tanks. | 2. |
| 3. Movable anti-tank guns shoot magnetic ammunition to knock out enemy tanks. | 3. |
| 4. Sturdy construction with full-formed plastic GPS corners. | 4. |

## POOL TABLES



Model P-82

**Only table model with pedestal legs, inlay-design frame. New decorator color billiard cloth and rubber bumpers.**

Model P-93

**Lowest priced floor model made. Folding aluminum legs provide easy storage.**

Write for free catalog in color.

# GOTHAM PRESSED STEEL CORP.

FACTORY & GENERAL OFFICES, WALES AVE. & E. 144th ST., BRONX 54, N. Y., MOTT HAVEN 5-4800; SHOWROOM 200 5th AVE., ROOM 214

GPS
GOTHAM
PRESSED STEEL CORPORATION

# Feature for Feature, Value for Value

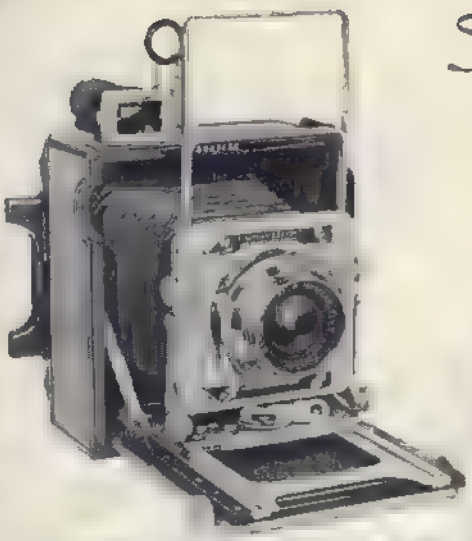
**GOTHAM**
electric
play room
**HOCKEY**

Model G-1650

## CHECK LIST

| GOTHAM | OTHERS |
|---|---|
| 1. Lifelike 3-D high impact polystyrene unbreakable figures — a Gotham first. | 1. Flat stamped metal players. |
| 2. Paint included to personalize "favorite team colors or heroes." | 2. None. |
| 3. Magnetic puck. | 3. Wood, plastic, or magnetic puck (depending on make.) |
| 4. Metal frame ¾" thick, with full-formed plastic corners. | 4. Masonite frame construction, or narrower metal frame. |
| 5. Folding aluminum legs provide easy storage (a first in hockey games.) | 5. None. |

# Fine Cameras



## GRAFLEX "Century Graphic" 2¼x3¼

**GRAFLEX CENTURY GRAPHIC 23 CAMERA**

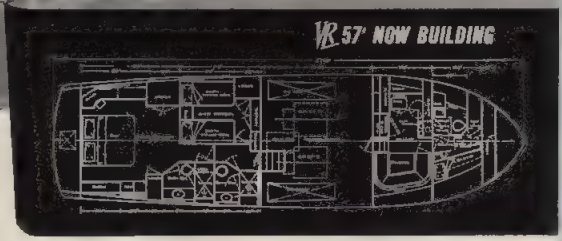
3297V14702—An ex[illegible]ert [illegible] part 2¼x3¼ camera [illegible] for [illegible] co[illegible] or rangefinder [illegible] focusing [illegible] Ektar [illegible] Kalart [illegible] Ektar [illegible] Kodak [illegible] Ektar [illegible] Kodak [illegible] Ektar [illegible] Kodak

# GREBE Custom Built Yachts

*PACESETTERS... Standards of Quality... for over 50 years*

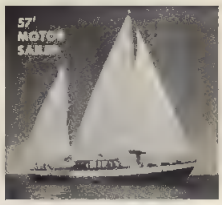
**Luxurious Cruisers • 48 to 100 feet**
**Sailing Yachts, Wood or Aluminum**

## THE NEW VR 55 FT.




■ Year after year GREBE advanced designs and refinements in construction have produced the outstanding yachts. These 1963 "VR" Models combine rounded "V" bottom for greater speed and stability with full displacement forward for smooth non-pounding ride, even in rough water. All sizes and types of GREBE yachts, flush deck or cockpit design, can be built in this new model. And since each is designed, built, powered and equipped to the exact requirements of its owner, a GREBE custom built yacht can be *distinctively your own*—ever a source of pride and satisfaction.

■ Characteristic of GREBE yachts are their wide pleasant decks, optional arrangements of spacious staterooms and lounges, ample crew's quarters, tiled baths, large modern galleys. Optional, too, are furnishings and decor, to meet the individual owner's taste and needs.

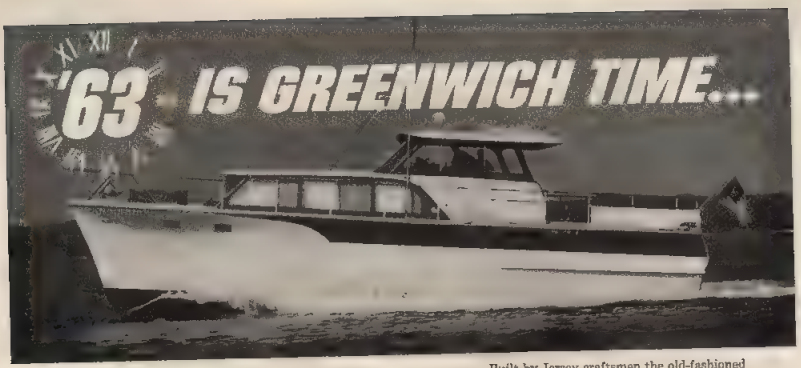



## HENRY C. GREBE & CO., INC.

3250 North Washtenaw Avenue • Chicago 18, Illinois
SOUTHERN REPRESENTATIVE • JOSEPH J. ROBBINS
6 South Hibiscus Drive, Miami Beach, Florida • JE 8-5651

***INQUIRIES INVITED*** *on the size and type of yacht you prefer. To assure earliest delivery—*

**LET US WORK WITH YOU NOW ON PLANS AND ESTIMATES**




**NOW 27′ THROUGH 61′**

**All New:** 27′ Available as Sea Cruiser, Sport Cruiser, Express 6 Sleeper.
36′ Express and Sedan Cruisers.
41′ Double Cabin Flying Bridge.
45′ DCFB, Sport Cruiser, and Flush Deck Motor Yacht.
50′ & 61′ Flush Deck Motor Yachts.

**Rounded chine, modified-V hulls • Carvel planked all hand caulked • Full keel • Fiberglassed foredecks and cabin tops • Spacious interior design for unsurpassed live-aboard comfort**

Built by Jersey craftsmen the old-fashioned way... meticulously and pridefully

Greenwich
YACHT COMPANY
BOX 100, GREENWICH, NEW JERSEY

**See Greenwich Yachts at the N. Y. Boat Show (Space No. B26-27) or models currently on Display at:** Taylor Yacht Sales—Edgewater, Maryland / Bay Boat Works—North East, Maryland / Castle Marina - Chester, Maryland / Dredge Harbor Yacht Sales—Riverside, New Jersey / Sea-Air Sales – Idlewild, Long Island, New York / Mystic River Marina—Mystic, Connecticut / Carrier Bay Marina—Watertown, New York / Sheraton Golden Anchor—Sandusky, Ohio / Midway Marina—Mt. Clemens, Michigan


### OLD GREENWICH

Old Greenwich Boat Co., Southfield Ave., Stamford, Conn., builders of the 22′ International Star, wood-hulled one-design racer-day sailer, also have the 11′ Connecticut Moth, and the Old Greenwich Launchette, a small club-type launch. Old Greenwich also builds custom yachts. New this year is a small marina and service dock for about 50 craft.

### NORTHROP AND JOHNSON, YACHT BROKERS

ALLIED 30′ SEA WIND

Northrop and Johnson, 366 Madison Ave., New York 17, N.Y. act as dealers and distributors for a line of American fiberglass motor boats and sailboats. Pearson boats represented are Triton, Electra, Ariel, Alberg 35, Invicta and Ensign. Bertram Yacht Company models are the Bertram 25, Bertram 31 and Bertram 38. An Allied Boat Co. item is the Seawind 30′ ketch.

The Triton Class now has almost 500 members. Triton's smaller sister, Ariel, has proven quite popular since her introduction a year ago. The Alberg 35 is a fine racing-cruising auxiliary. One of the Tripp-designed Invicta class, Burgoo, was second overall in the 1962 Bermuda Race. Northrop and Johnson's brokerage department also handles used fiberglass yachts.

### SEA SPIKE ANCHORS

SEA SPIKE ANCHOR

Anchors for outboards, sailboats and cruisers from 15′ to 55′ are made by Sea Spike Anchors, 994 Fulton St., Farmingdale N.Y. Sea Spike's center section effects the digging and holding action. Designed to trip with the anchor line pull, it forces fluke points downward and also acts as a drag. Flukes are spaced wide to bring up little bottom.

Construction is welded and galvanized. Anchor sizes range from 4 to 55 pounds, prices from $6.85 to $56.10.

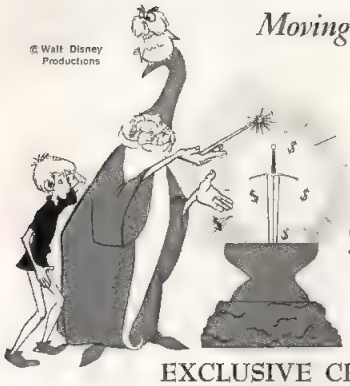
### RALPH H. WILEY—NAVAL ARCHITECT

Inboard cruisers and auxiliary sailboats to 70′ are designed and built on a custom basis by Ralph H. Wiley of Oxford, Md. Modifications of existing designs are used, and new ones are developed. A 48′ diesel motorsailer was recently delivered and two special diesel-powered Sweet and Low-style motorboats are under construction.

### PURELUBE OUTBOARD OIL

An outboard motor oil with detergent action to guard against harmful deposits, anti-rust protection and an additive to keep plugs from becoming fouled, Purelube outboard motor oil is available from the Pure Oil Co., 200 E. Golf Rd., Palatine, Ill. For use with gasoline in all 2-cycle engines, Purelube is packaged in a one-quart transparent polyethylene container with graduated markings.

*Moving off the counters... FAST!*

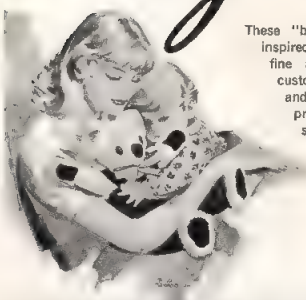


© Walt Disney Productions

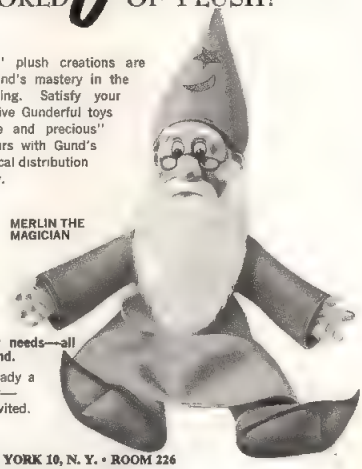
**NEW CHARACTERS**
**from WALT DISNEY'S**
# Sword in the Stone

EXCLUSIVE CREATIONS FROM THE

# Gunderful
WORLD OF PLUSH!



These "beautifully unique" plush creations are inspired examples of Gund's mastery in the fine art of toy making. Satisfy your customers with exclusive Gunderful toys and enjoy the "rare and precious" profits that are yours with Gund's sensible and practical distribution policy.



MERLIN THE MAGICIAN

Gund Manufacturing Co. J. Swedlin, Inc.

**For all your stuffed toy needs—all you need is Gund.**

If you are not already a Gund Customer— your inquiry is invited.

**200 FIFTH AVE. • NEW YORK 10, N. Y. • ROOM 226**

**SHOWROOMS: New York • Chicago • San Francisco • Los Angeles • Seattle**

© Walt Disney Productions

DONALD DUCK

# EXCLUSIVE CREATIONS FROM THE Gunderful WORLD OF PLUSH!

These "beautifully unique" plush creations are inspired examples of Gund's mastery in the fine art of toy making. Satisfy your customers with exclusive Gunderful toys and enjoy the "rare and precious" profits that are yours with Gund's sensible and practical distribution policy.

© King Features Syndicate

POPEYE

Gund Manufacturing Co. J. Swedlin, Inc.

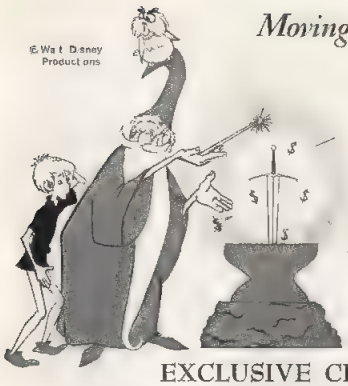
**For all your stuffed toy needs—all you need is Gund.**

If you are not already a Gund Customer—your inquiry is invited.

**200 FIFTH AVE. • NEW YORK 10, N. Y. • ROOM 226**

**SHOWROOMS: New York • Chicago • San Francisco • Los Angeles • Seattle**

*Moving off the counters... FAST!*




NEW CHARACTERS
from WALT DISNEY'S

# Sword in the Stone

EXCLUSIVE CREATIONS FROM THE

# Gunderful WORLD OF PLUSH!

These "beautifully unique" plush creations are inspired examples of Gund's mastery in the fine art of toy making. Satisfy your customers with exclusive Gunderful toys and enjoy the "rare and precious" profits that are yours with Gund's sensible and practical distribution policy.

MERLIN THE MAGICIAN

Gund Manufacturing Co. J. Swedlin, Inc.

**For all your stuffed toy needs—all you need is Gund.**

If you are not already a Gund Customer— your inquiry is invited.

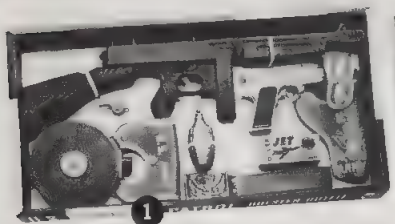
**200 FIFTH AVE. • NEW YORK 10, N. Y. • ROOM 226**

**SHOWROOMS: New York • Chicago • San Francisco • Los Angeles • Seattle**

# HALCO

# FIRST in MILITARY PLAY SETS

• BIG IN VALUE! • BIG IN SALES! • HALCO'S BIG 3 in '63!




## U. S. COMBAT PATROL
**Holster Outfit**

Complete combat outfit includes Army Green Leather Holster and Belt with U.S. Army insignia • Repeating Military Pistol and Repeating Tommy Gun • Canteen with compass and matching green leather belt holder • Plastic Hand Grenade • Whistle—(Also available in U.S. Marine Set)

## McKEEVER AND THE COLONEL
**Holster 'n Canteen Set**

Tie-in with popular NBC Network TV Show! Set includes Brown Military type Holster with flap pocket • Military Repeating Pistol • Belt with Eagle design on buckle • Large Poly Canteen with compass and shoulder strap • Plastic Whistle with ring • Plastic Hand Grenade

## SCOPE GUN
**Sub-Attack Target Game**

New! Exciting! Large Periscope Gun of high impact plastic with 3 Dart Missiles that can be fired 1 2 or 3 at a time. Complete with 24 Standup Target Ships: Aircraft Carriers, Cruisers, Destroyers, Submarines and other in Sub Attack Target Game. Box makes attractive point of sale display

**ALL SETS IN FULL-VUE FULL OVERWRAP CORRUGATED PACKS**

*WRITE FOR CATALOG TODAY! Also see the most complete line of Western Holster Sets!*

**J. HALPERN COMPANY** 810 PENN AVENUE, PITTSBURGH PA '200 FIFTH AVENUE, NEW YORK, N. Y.

# HAMILTON BEACH®

## CHROME MIXETTE

Perfect for all gift occasions. Flat base holds Mixette steady while adding ingredients. Speed selector switch is under thumb for every mixing job. Beater ejector on front for easy cleaning. 115 volts, AC-DC UL approved. Ship wt. 4½ lbs.

3939E1664—Mixer
3940/3E1540—3 or more Retail **$22.95**

## SUPER MIXETTE

More power than ordinary portable mixers. Reserve power permits mixing of larger quantities. It's easier to use with its open-end contoured handle and with controls located within thumb reach on top of the handle. For smaller mixing or beating tasks, Mixette can be used with just one beater. Extra large beaters and detachable cord. 115 volts AC-DC, 130 watts. UL approved. Ship wt. 3¾ lbs. White, Pink, Yellow and Turquoise. Specify color.

4239E1297—Super Mixette
4239/3E1297—Three or more Retail **$19.95**

## MIXETTE SET

## MIXETTE

Sets the pace in design and power. Deluxe styling in wood-tone and white with gleaming chrome trim. Finger-tip switch and 3-speed control on top of open-end handle make it convenient for right or left handed mixing. Large, positive beater ejector. Stands on end or hangs on the wall. AC-DC 115 volts, 100 watts. UL approved. Ship wt. 3.1 lbs.

474E1228—Deluxe Mixette
474 3E1144—Three or more Retail **$16.95**

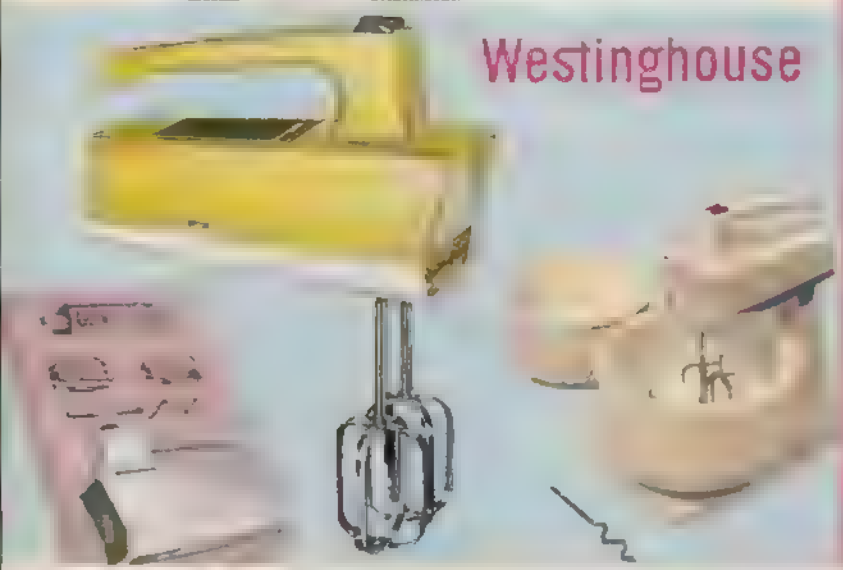
472E1374—Deluxe Mixette Set
472/3E1275—Three or more Retail **$18.95**

Same as above, gift packaged with special drink mixer attachment.

## Hamilton Beach Chrome Mixer

The mixer that rings a chime when mixing is done, gleaming chrome finish with [illegible] steel bowls. Finger-tip [illegible] 10 speeds for every mixing job. Chrome plated heavy duty beaters. Recipe book included. Guaranteed 5 years [illegible] motor. 115 volts, 120 watts. AC only. UL approved. Ship wt. 12 lbs.

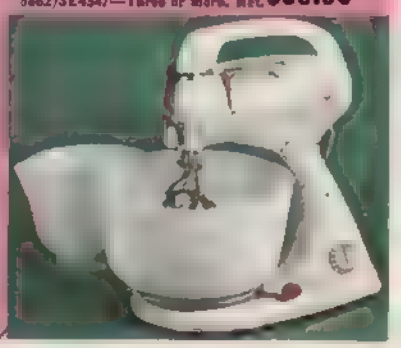
3862E4897—Chrome Mixer.
3862/3E4347—Three or more. Ret. **$69.95**




Easy-to-read [illegible] guide gives you ten selected speeds for every mixing job.

Exclusive [illegible] timer ends mixing guesswork — chimes at any preset time up to 15 minutes.

Exclusive bowl control shifts batter to one-piece guarded beaters for "full-coverage" mixing.



The Westinghouse Portable Mixer gives you extra power to mix the heaviest doughs. The powerful motor is controlled by a three-speed switch on top of the handle. Mixing guide for quick and easy reference. Mixer sets on heel rest, when not in use. Comes with drawer storage tray and drink blendor attachment. 100 watts. 115 volts AC only. Removable 6 ft. cord. Ship wt. 3½ lbs. Specify color: White, Pink, Yellow, Aqua.

383E1397—Portable Mixer
383/4E1347—Four or more Retail **$19.95**

## Westinghouse Hand-N-Stand Mixer

Westinghouse Hand-N-Stand Mixer has a powerful motor with 3-speed control. May be removed from stand and used as hand mixer. Beaters eject at a touch of the thumb. Drink blendor attachment and two bowls, 3½ and 1½ quart capacity included. Removable 5 ft. cord. Shipping wt. 11 lbs. White only.

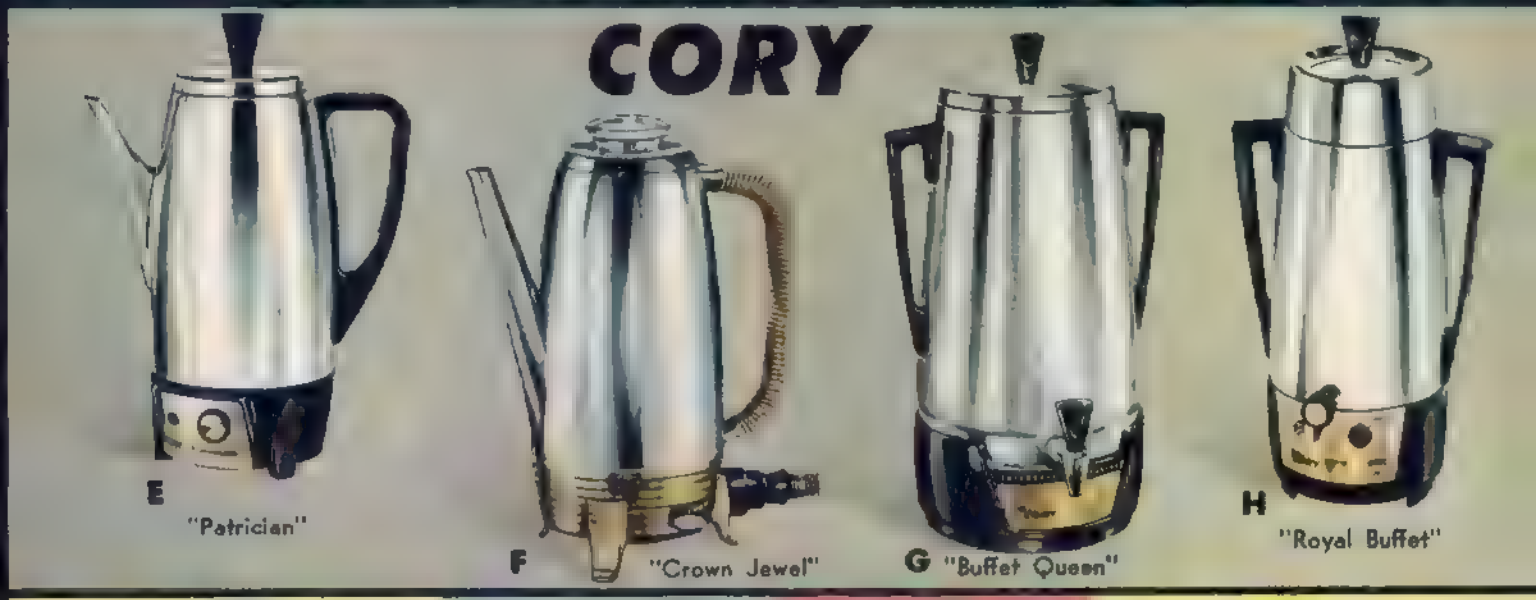
473E1957—Hand-N-Stand Mixer
473/4E1887—Four or more Retail **$27.95**

## Hamilton Beach Enamel Mixer

Food Mixer in white baked enamel finish and two pyrex bowls. Similar in features to the 3862E4897 chrome mixer.

3861E3847—White Mixer
3861/3E3872—Three or more Retail **$54.95**

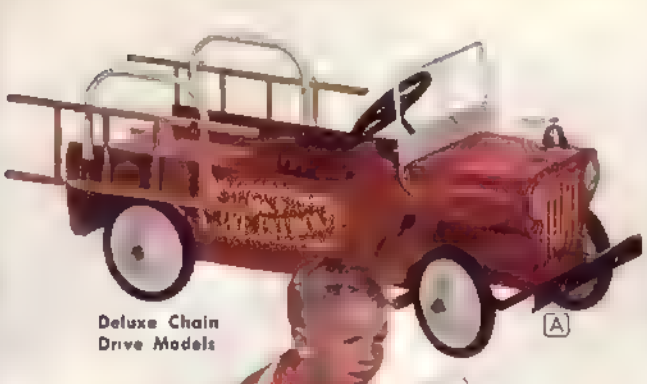
UNIVERSAL
Coffeematic
A
"Flair-Flo"
B
"Coffiesta"
C
"Candle Glow"
D
"Happy Home"

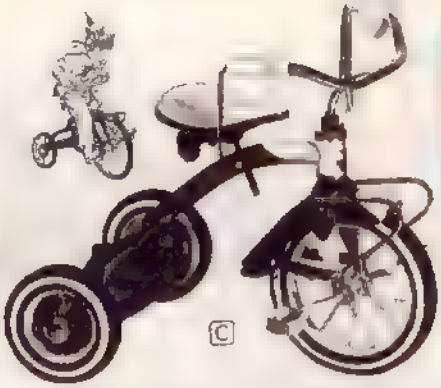

CORY
E
"Patrician"
F
"Crown Jewel"
G
"Buffet Queen"
H
"Royal Buffet"

J
TOASTMASTER
SILEX
K
Presto
L
M
Exclusive
BRU-VUE Handle
Shows exact level of coffee or water
DORMEYER

# HAMILTON WHEELS for sidewalk S-mileage

All Wheel Goods on this Page F.O.B. Illinois Warehouse



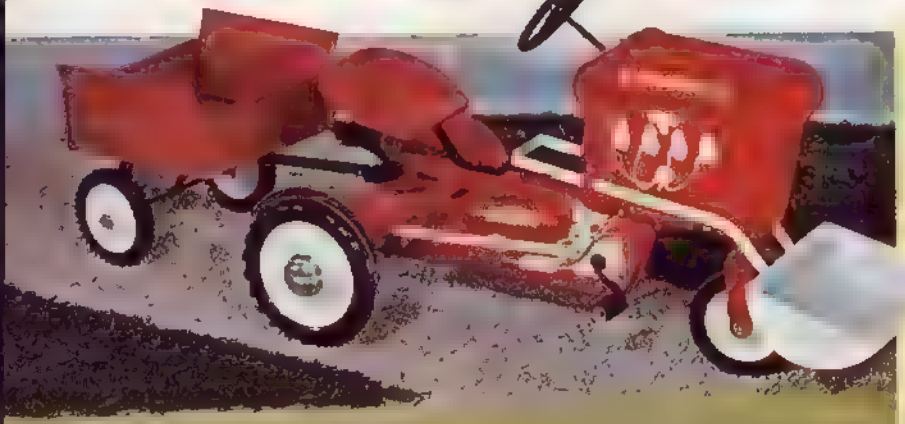
**(A) FIRE PATROL TRUCK.** "Clang! Clang!" Ring the bell, steer the wheels as smooth chain drive speeds you to the fire. 2 wooden ladders will "save" the people. Has dual-level seat, folding windshield. Welded steel body, 8" wheels with semi-pneumatic tires. Rigid bumper, ball-bearing rear axle. 20⅛x16⅛x43".
**3968TF1765**—Ship. wt 36 lbs. .. .. **Retail $24.95**

**(B) AIR FORCE JEEP.** For "runway" action! Real as can be with U.S. insignia—even Air Force serial number. Easy-to-pedal chain drive; 8" wheels with semi-pneumatic tires. Convertible windshield lowers and raises. Welded steel. 20¼x16¼x43" long
**3714TF1650**—Ship. wt. 36 lbs. ... ...**Retail $23.00**

**(C) GO! GO! VELOCIPEDES.** Husky 3-wheelers feature 1⅝" semi-pneumatic white wall tires, sleek handle grips and streamers for speedy look. Plush plastic saddle has coil spring "shock absorbers" . . . step plate holds hitch-hiker. Welded 1½" wishbone frame with 2" head. Gleaming nickel-plated truss rods and adjustable handlebars.

| Cat. No. | Wheel | Lbs. | Retail |
|---|---|---|---|
| 3961TF1199 | 12" | 22 | $17.50 |
| 3962TF1330 | 16" | 27 | 19.95 |

Shipped Express



**SUPER-DELUXE TRACTOR AND TRAILER.** 'Remote control' scoop, step plate, rear fenders "spark plugs"! Welded steel ball-bearing chain drive, 360° steering. Hitch pulls 14 x 15¾ x 14½" high trailer. Adjustable bucket seat. Semi-pneumatic 1¾" tractor tires. 10" rear wheels. 1¼" frame. 38 x 22 x 24½" high. 47 lbs. Tractor, 38 lbs.
**3964TF2215** . **Retail $30.95**
**3928TF1765—Tractor Only. Retail $24.95**

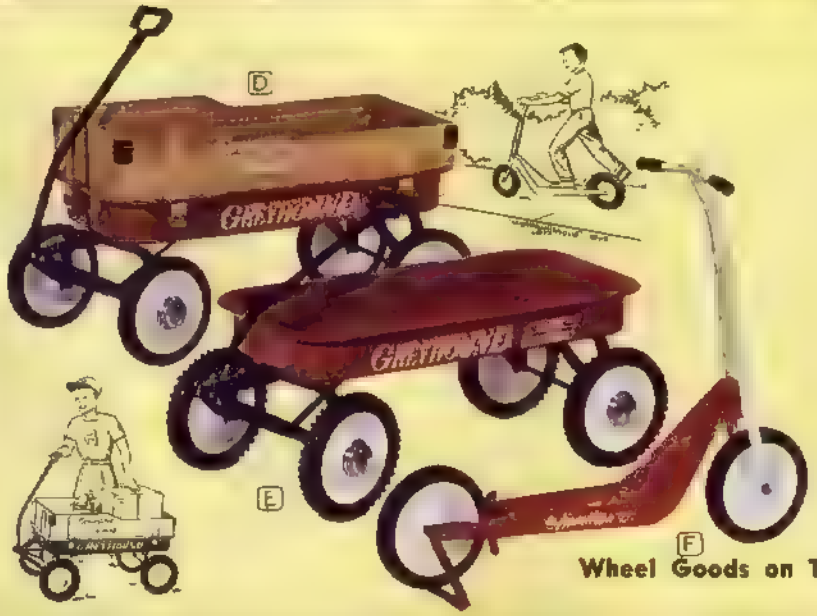
**DELUXE TRACTOR AND TRAILER.** Gets that farm work done! Same as Super-Deluxe including chain drive, but without scoop, fenders or step plate. 360° steering. Hitch pulls 14 x 15¾ x 14½" trailer. Adjustable bucket seat. Has rugged 1¾" tractor-tread rear tires. 38 x 22 x 24½" high. 41 lbs. Tractor, 32 lbs.
**3965TF1780** **Retail $25.95**
**3963TF1330—Tractor Only. Retail $19.95**

Direct-transmission steel shaft drive

**"HOTROD" SPORTSTER.** Down the straightaway and across the finish line . . . he's the fastest thing on 4 wheels! Easy-row action develops young muscles, provides safe speedway thrills. All steel with adjustable bucket-type seat. Rubber hand grips, foot-action steering. Rolls smoothly on 9½" double-disc wheels with semi-pneumatic tires. 40x18" wide.
**3966TF990**—Ship. wt 25 lbs..... . . ... ..... **Retail $14.95**

Shipped Express

## Our Wagon "Haul" of Fame



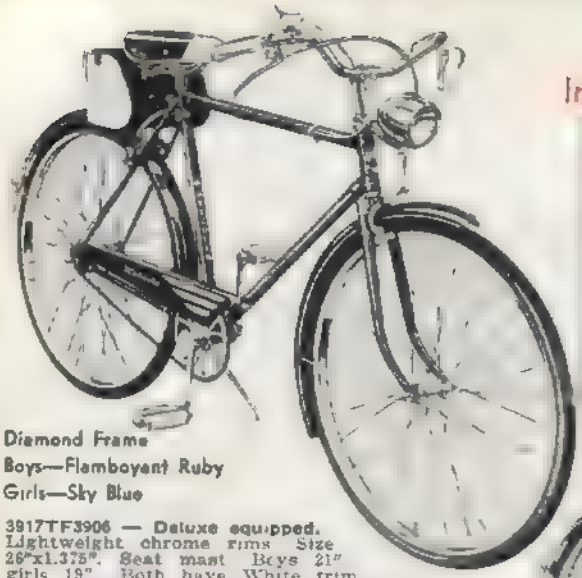

**(D) "COUNTRY SQUIRE" STATION WAGON.** So roomy, Mom will beg you to load it when she shops. Triple-varnished 5/16" hardwood stake sides let you stack cargo double deep . . . remove easily for coasting fun. 10" wheels with life-time bearings, 1½" semi-pneumatic tires. Heavy gauge steel body; enamel finish. 16½x35x9½" deep (with stakes)
**3967TF1220**—Ship. wt. 36 lbs. ..... .... . **Retail $16.95**

**(E) DELUXE "GREYHOUND" WAGONS.** Heavy gauge steel body with wide safety-rolled rim. 10" ball bearing wheels; 1¾" lug-tread semi-pneumatic tires. 16½x41½x35" long. Baked on red enamel finish with white enamel wheel trim. Curved tubular handle.
**3712TF945**—Ship. wt 33 lbs.. . ..... ..... .**Retail $13.95**

**(F) HEAVY DUTY STEEL SCOOTER.** Seems to coast forever! Has heel brake for quick stops, kick stand for parking. Stamped 1-pc. frame and fork, 10" lifetime bearing wheels, smooth-riding 1½" semi-pneumatic tires. 32x41".
**5843T665**—Ship. wt. 16 lbs..... ..... .....**Retail $9.95**

# Hercules

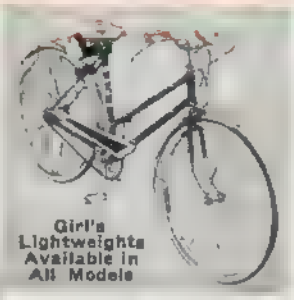
## Imported Lightweights



Diamond Frame
Boys—Flamboyant Ruby
Girls—Sky Blue

**3917TF3906 — Deluxe equipped.** Lightweight chrome rims. Size 26"x1.375". Seat mast. Boys 21" girls 19". Both have White trim two tone saddle and matching tourist bag. Sturmey-Archer 3-speed hub, double caliper hand brakes. Large Miller battery headlight. Chrome plated kick-stand. White rear rubber reflector grips and cables. Specially treated before enameling for rust resistance and long life. Ship wt. approx. 43 lbs. F.O.B. Pennsylvania Warehouse. Specify Boy's or Girl's.
Sugg. Retail **$62.50**

**3918TF3575—Standard model.** Lightweight chrome rims. Size 26"x1.375". Seat mast: Boys' model 21", girls' model 19". Sturmey-Archer 3-speed hub, double caliper hand brakes. Streamlined chain guard, reflector, hand grips. Two-tone saddle. Chrome kick-stand. Specially treated before enameling for rust resistance and long life. F.O.B. Pennsylvania Warehouse. Specify Boy's or Girl's.
Sugg. Retail **$56.95**



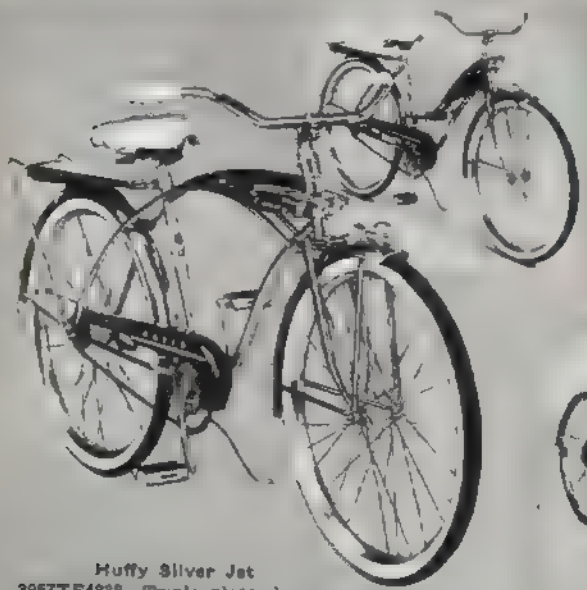
Girl's Lightweights Available in All Models

Parallel Tube Frame
Boys—Flamboyant Ruby
Girls—Flamboyant Blue
Chrome Fenders

Diamond Frame
Black Enameled, White Trim
Ship. wt. Approx. 40 lbs.

**3919TF4656 — Royal Imperial Lightweight.** Chrome rims. Size 26"x1.375". Seat mast boys' model 21", girls' model 19". Chrome fenders. Sturmey-Archer 3-speed hub, trigger handle control on handlebar, double caliper hand brakes. Deluxe two-tone saddle and bag. Deluxe front and rear chrome luggage carriers. Chrome finished generator headlight and tail light. Chrome plated kickstand. White wall tires, streamlined chain guard. F.O.B. Pennsylvania Warehouse. Specify Boy's or Girl's.
Sugg. Retail **$72.95**

# MONARK AND HUFFY
## DELUXE MIDDLEWEIGHT BICYCLES



Huffy Silver Jet

**3957TF4838—** Triple-plate chrome 26" bicycle with Flamboyant Silvermist Blue tank, carrier and chainguard and equipped with Huffy's sonic-styled custom twin light mounted on Slipstream tank. Deluxe luggage carrier with custom electric tail light, horn in tank, full coverage chainguard and beautiful white saddle with chrome crash rail and Silver mylar edging. Bendix coaster brake, bow pedals, jet plane fender ornament, and white sidewall 1.75" tires are standard equipment. Trimmed in Flamboyant Blue and decorated in red, white and gold. Ship. wt. 55 lbs. Specify Boy's or Girl's Model. F.O.B. Ohio Factory.
Mfr's. Sugg. Retail **$77.50**

Monark Sportster

Deluxe features on these Sportsters include full-coverage chain guards, two-tone deluxe saddles, racing-style fenders, twin-arch frames, quality ball-bearing assemblies. Boys' models in two-coat Flamboyant Silvermist Red, with Gold and White trim. Girls' models in Flamboyant Silvermist Blue. Specify model. F.O.B. Ohio Factory. Kick stand included.

**3923TF3469—**26" Boy's or Girl's Model. Ship. wt. 51 lbs.
Mfr's. Sugg. Retail **$55.50**

**3924TF3338—**24" Boy's or Girl's Model. Ship. wt. 47 lbs.
Mfr's. Sugg. Retail $53.50

**3925TF3044—**20" Boy's or Girl's Model. Ship. wt. 39 lbs.
Mfr's. Sugg. Retail $48.50

Huffy Eldorado

**3938TF4283 —** 26" Eldorado is fully equipped including Bendix coaster brake, custom twin light on tank, two tone saddle, jet plane ornament, chrome fenders and rims, white sidewall 1.75" tires, deluxe carrier with chrome legs, full coverage chainguard, bow pedals and Slipstream tank. Boy's in Flamboyant Red. Girl's in Turquoise. Specify Model. Ship. wt. 53 lbs. F.O.B. Ohio Factory.
Mfr's. Sugg. Retail $67.95

**3950TF4131 —** Same as above but 24" model. Specify Boy's or Girl's. Ship. wt. 49 lbs.
Mfr's. Sugg. Retail $63.95

**3960TF3058 —** Same as above but 20" model, convertible to Boy's or Girl's. Includes training wheels. Ship. wt. 41 lbs.
Mfr's. Sugg. Retail $48.95



**No C.O.D. Orders Accepted On Factory Shipped Merchandise**

# Rawlings . . . Wilson

Finest names in the field

**A WILSON INTERSCHOLASTIC** official size, weight football. Fine grade "TD" leather cover; 3-ply lining; lockstitched seams; rawhide lacing. Molded rubber valve bladder. Tan with 2 end white stripes.
65 B 2900S—Wt. 1 lb. 10 oz.. 12.44

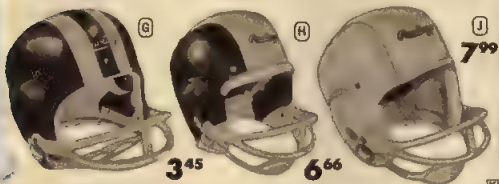
**B WILSON NEW PAUL HORNUNG FOOTBALL.** Official size, weight. Full grained cowhide cover; 3-ply lining; lockstitched seams; white leather lacing. Rubber valve bladder. Tan with 2 end white stripes.
65 B 2971S—Wt. 1 lb. 10 oz....8.99

**C RAWLINGS RICKIE LUCAS FOOTBALL SET.** Official size, weight. Tan top-grain leather; 2 white end stripes. Dawhide laced. Double-lined. With pump, book, tee.
65 B 3003S—Wt. 2 lbs. 8 oz....5.45

**D RAWLINGS BOBBY LAYNE FOOTBALL.** Official size, weight. Top grain leather; white stripes. 3-ply lining; lockstitched, rawhide laced; gyro metric design for true handling, kicking. With tee.
65 B 3001S—Wt. 1 lb. 12 oz....5.99

**E NEW RAWLINGS SONNY RANDLE FOOTBALL.** Official size, weight. Genuine pebble-grain cowhide, double-twill lined; dawhide lacing; striped ends. Gyro metric design for true ball handling and kicking. Plus plastic tee.
65 B 3021S—Wt. 1 lb. 13 oz....4.44

**F RAWLINGS NEW JR. PRO 4-PC. FOOTBALL OUTFIT. Helmet:** White Cy-Co-Lite shell with two 1" scarlet stripes and painted scarlet numbers on side. (Small, #22; Medium, #33; Large, #55). Web suspension and padded head-size ring. Double-bar plastic face guard attached. **Shoulder pads:** Flat style padded with vinyl padding; cloth-covered; bound edges; waste plastic parts. **Jersey:** 100% cotton jersey with quarter-length sleeves. Color—scarlet with royal blue neck and arm band; white/royal blue/white armhole insert. Painted numbers on front of jersey (Small, #22; Medium, #33; Large, #55). **One-Piece Pants:** 100% cotton. White heavy drill pants trimmed with scarlet and royal blue—scarlet braid down side seams. Built-in quilted padding in hip and knee pads. Includes a pair of thigh guards Sizes: Small (10 years), Medium (12 years), Large (14 years). *Specify* size wanted.
65 B 3000H—Complete 4-piece outfit. Shpg. wt. 6 lbs.....Only 8.66




**G RAWLINGS HARLON HILL HELMET.** Scarlet 1-pc. molded cycolite plastic shell; 1" white stripes. Double-bar face guard; 6-pt. suspension; Cushok padded. Chin strap. *Specify* Small (6⅝-6¾). Medium (6⅞-7). Large (7¼-7½).
65 B 3005S—Wt. 1 lb. 10 oz. .3.45

**H RAWLINGS NEW SAFETY HELMET.** 1-pc. molded Cycolite plastic shell; outside vinyl padding; 6-pt. web suspension, double-bar face guard attached. Cushion foam jaw pads; Aire-guard inside vinyl padded. Chin strap *Specify*: S, M, L (see G) or XL (7⅜-7½). Wt. 2 lbs.
65 B 3022S—Royal/White.....6.66
65 B 3023S—Scarlet/White....6.66

**J RAWLINGS DE LUXE SAFETY HELMET.** 1-pc. molded white Cycolite plastic shell with outside vinyl padding. 6-pt. web suspension; double-bar face guard; inside Cushok vinyl padding. Chin strap. *Specify*: S, M, L, XL (see G, H).
65 B 3024S—Wt. 2 lbs. 2 oz....7.99

**M ALL-STAR SUPPORTERS WITH PROTECTIVE CUP.** Nylon-stitched finest rubber thread supporters; 3" waistband; foam-cushioned high-impact shatterproof Boltaron ventilated plastic cup.
**Boys' Unit.** *Specify* Regular, Large.
65 B 0651S—Shpg. wt. 6 oz....1.99
**Men's Unit.** *Specify* S, M, L.
65 B 0652S—Shpg. wt. 8 oz....2.22

**K RAWLINGS KYLE ROTE SHOULDER PAD.** For jr. high, larger boys. Inside cantilever; heavy gauge Armorite plastic parts; thick foam rubber padding; bound edges, adjustable underarm straps.
65 B 3008S—Wt. 2 lbs. 12 oz....5.99

**L NEW JR. ALL-STAR 2-PC. SET.** Molded white plastic cantilever style shoulder pad. Kapok padded. Elastic shoulder straps. Plastic helmet; double-bar face guard; 4-pt. web susp. Padded ears. Sm. (to 6¾). Med. (6⅞-7). Lge. (7⅛-7½).
65 B 8839H—White. Wt. 4 lbs..5.33
65 B 8840H—Scarlet. Wt. 4 lbs. 5.33

**N YOUTH FOOTBALL SHOES.** Pro style. Genuine leather uppers; molded rubber soles, cleats; reinforced hard toe, nylon stitching. Full, half sizes 3 to 9 *Specify*
65 B 6700S—Wt. 2 lbs. 8 oz....4.44

**P FOOTBALL SHOES.** Top-grain black cowhide uppers; rubber outsole. Spring steel innerplates—forepart, heel. Nylon metal-tipped cleats, full metal sleeves; hard box toe. Full, half sizes 5½ to 11. *Specify* size wanted
65 B 2251S—Wt. 3 lbs. 4 oz. ..7.77

**R FOOTBALL PANTS.** For boys 9 to 13. Durable cotton twill; Kapok padded. Braid leg stripe: felt kidney pads. State Sm. (24"), Med. (28"), Lge. (32"). Colors: Tan or Scarlet.
65 B 5900S—Ship. wt. 2 lbs....4.28

# WORLD'S FINEST CHINA

**Blue Danube . . .** a pattern prized by collectors, reproduced by Halsey on translucent, imported Japanese china. Exquisitely detailed Oriental flowers in Meissen Blue, make a vibrant display against an oyster-white background. Protected by a high glaze . . . safe in detergents, safe in dishwashers. Deftly shaped, gently curved . . . every piece is a decoration in itself! Note: Contents of 57-pc. set same as the 59-pc. set shown in chart, except that 57-pc. set contains 12 cups and 8 saucers.
**70-8693 C1095** 20-pc. Set (for 4). *Mailable* . . . **$15.95**
**70-8685 C3695** 57-pc. Set (for 8). *Frt. or Exp.*. . **54.95**

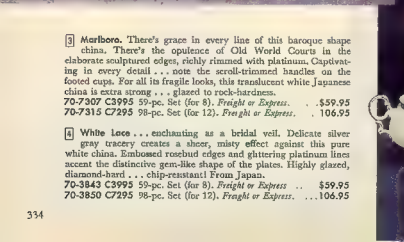
***Serving Accessories*** **. . .** set a beautifully matched table!
**70-8701 B1395** Covered 12-cup Tureen with serving tray that can be used separately. Shpg. wt. 10 lbs. **$20.00**
**70-8735 B395** Divided 11" Veg. Dish. (3 lbs.). . **6.00**
**50-5578 B550** 8-cup Coffee Pot. Shpg. wt. 3 lbs.. **8.00**
**70-8743 B495** 6-cup Tea Pot. Shpg. wt. 3 lbs. . **7.50**
**70-8768 B325** Set of Four 9-oz. Mugs. Wt. 3 lbs. **5.00**

| Contents of Sets Shown on This Page | Cups | Saucers | Dinner Plates | Bread Butters | Salads | Soup-Cereals | Fruit Dishes | Platters | Serving Bowls | Creamer | Sugar w/lid | Gravy Boat | Ship Wt. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 5-pc. Place Setting | 1 | 1 | 1 | 1 | 1 | | | | | | | | 5 lbs. |
| 20-pc. Set (for 4) | 4 | 4 | 4 | 4 | 4 | | | | | | | | 20 lbs. |
| 42-pc. Set (for 8) | 8 | 8 | 8 | 8 | 8 | | | 1 | 1 | | | | 43 lbs. |
| 59-pc. Set (for 8) | 11 | 11 | 8 | 8 | | 8 | 8 | 1 | 1 | 1 | 1 | | 50 lbs |
| 98-pc. Set (for 12) | 18 | 12 | 12 | 12 | 12 | 12 | 12 | 2 | 2 | 1 | 1 | 1 | 72 lbs. |

## French Limoges China
### by famous Haviland

1 **Bordeaux . . .** recalls the sunlit charm of a provincial garden. Soft pink, lavender blue and light green blossoms are strewn lightly on this elegant translucent white china. Lines of platinum shimmer on the graceful Louis XIV shapes. Famous quality, imported from France.
**70-3876 C1135** 5-pc. Place Setting. *Mailable* . . . . . **$15.95**
**70-3884 C8950** 42-pc. Set (for 8). *Frt. or Express*. . . **129.95**
**70-3892 C1450** Sugar and Creamer Set. Wt. 2 lbs.. **19.95**

2 **Mistral.** Frosty blue and gray leaves float on the cloud-white, translucent background of this superb quality porcelain. Curvaceous Louis XIV contours are rimmed with platinum. Highly vitrified, jewel-hard! From France.
**70-3900 C1135** 5-pc. Place Setting. *Mailable* . . . . . **$15.95**
**70-3918 C8950** 42-pc. Set (for 8). *Frt. or Express*. . . **129.95**
**70-3926 C1450** Sugar and Creamer Set. Wt. 2 lbs. **19.95**



3 **Marlboro.** There's grace in every line of this baroque shape china. There's the opulence of Old World Courts in the elaborate sculptured edges, richly rimmed with platinum. Captivating in every detail . . . note the scroll-trimmed handles on the footed cups. For all its fragile looks, this translucent white Japanese china is extra strong . . . glazed to rock-hardness.
**70-7307 C3995** 59-pc. Set (for 8). *Freight or Express*. . . **$59.95**
**70-7315 C7295** 98-pc. Set (for 12). *Freight or Express*. . **106.95**

4 **White Lace . . .** enchanting as a bridal veil. Delicate silver gray tracery creates a sheer, misty effect against this pure white china. Embossed rosebud edges and glittering platinum lines accent the distinctive gem-like shape of the plates. Highly glazed, diamond-hard . . . chip-resistant! From Japan.
**70-3843 C3995** 59-pc. Set (for 8). *Freight or Express* . . **$59.95**
**70-3850 C7295** 98-pc. Set (for 12). *Freight or Express*. . . **106.95**

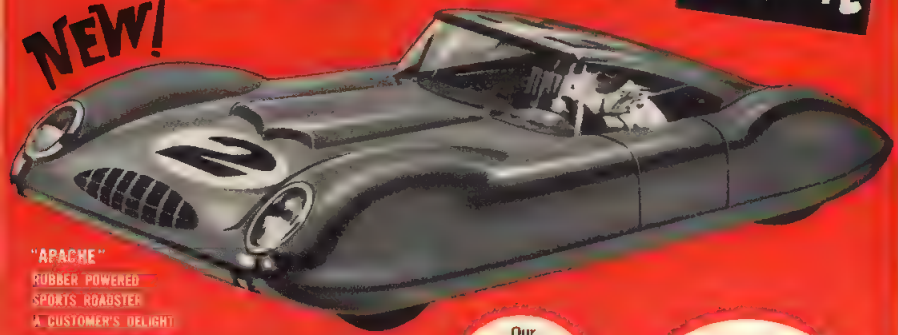
*if you're playing for*

# PROFIT...

*put your* MONEY *on*

# Kits by HAWK

NEW!



**"APACHE"**
**RUBBER POWERED**
**SPORTS ROADSTER**
**A CUSTOMER'S DELIGHT**

Still another in the unending array of "reduced in size but big in volume" money-makers by Hawk. A superior, low-priced kit that's tops in favor.
Model No 632-50 50c Retail

Also NEW—"The BOBCAT POWERED SPORTS ROADSTER" A 50c SELLER! Model No. 633-50.

• • •

*Putting your money on Hawk is a sure bet! Modelers, by the many thousands, know the name, ask for it and buy challenge, authenticity and lasting pleasure in Kits by Hawk. It's easily translated in your own terms stocking Hawk Kits means selling them and selling them big. Display the merchandise the modelers demand—Kits by Hawk!*

Our 35th ANNIVERSARY 1928-1963

**P-51 MUSTANG FIGHTER**
Miniature but mighty, this highly authentic version of the P-51 Mustang Fighter Plane of World War II. Going great guns on the sales charts ¼" scale
Model No. 156-150
$1.50 Retail

**STUDEBAKER SPORTS HARD TOP**
The only one selling a more authentic model is the maker of the real live Studebaker. A convincing, exciting miniature model. Rubber powered —really moves!
Model No. 631-50
50c Retail

**"MONTE CARLO" RUBBER POWERED SPORTS CAR**
Minutely detailed, amazingly styled, readily converts from hard top to convertible. A streamlined, sensational sales-maker
Model No. 528-100
$1.00 Retail

hawk

HAWK PROMOTES BIG TOO!
Big dealer-pulling, advertised Hawk Kits in these magazines and by the many millions who buy.

PACKAGED TO SELL! HAWK KITS ARE INDIVIDUALLY CELLOPHANE WRAPPED IN FOUR-COLOR SET UP BOXES!

# MAN!

## LIKE YOU'RE PUT IN THE DRIVER'S SEAT

WITH THE NEWEST KITS AVAILABLE

## Weird-ohs™

*WACKY! *WONDERFUL!

*PROFITABLE! *SELLING! *ACCEPTED!

## HAWK KITS

**Twice as Much for the Same Money, too!**

Compare the **Quality!**

$1.00 retail "MONTE CARLO" Rubber Powered Sports Car

convertible Top

Compare the **Authenticity!**

P-51 MUSTANG FIGHTER $1.50 retail

Compare the **Value!**

50¢ retail "APACHE" Rubber Powered Sports Roadster

Just one of 8 Rubber Powered 50c kits

PLUS a complete line of kits in all price ranges including the largest 50c assortment in the hobby industry . . . ORDER FROM YOUR WHOLESALER TODAY!

to help you SELL!

in 4 color cellophane wrapped, individual boxes.

h a w k

Chicago 31, Illinois

Our 35th Anniversary

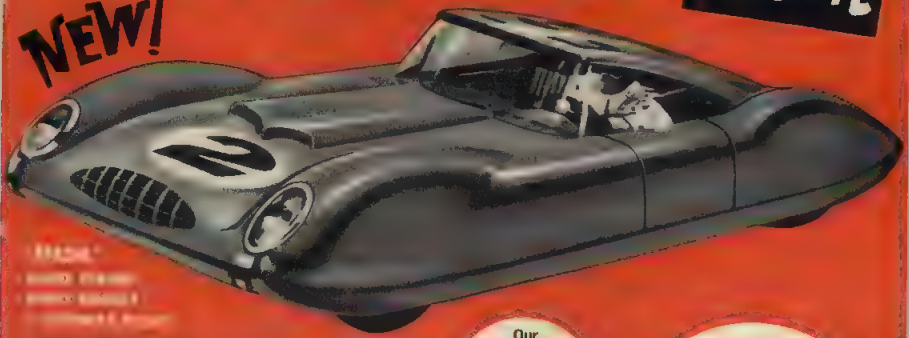
*if you're playing for*

# PROFIT...

*put your* MONEY *on*

# Kits by HAWK

NEW!



Still another in the unending array of "reduced in size but big in volume" money-makers by Hawk. A superior, low-priced kit that's tops in favor.
Model No 632-50 50c Retail

Also NEW—"The BOBCAT POWERED SPORTS ROADSTER" A 50c SELLER! Model No. 633-50.

• • •

***Putting your money on Hawk is a sure bet! Modelers, by the many thousands, know the name, ask for it and buy challenge, authenticity and lasting pleasure in Kits by Hawk. It's easily translated in your own terms—stocking Hawk Kits means selling them and selling them big. Display the merchandise the modelers demand—Kits by Hawk!***

Our 35th ANNIVERSARY 1928-1963

**P-51 MUSTANG FIGHTER**
Miniature but mighty, this highly authentic version of the P-51 Mustang Fighter Plane of World War II. Going great guns on the sales charts. ¼" scale
Model No 156-150
$1.50 Retail

**STUDEBAKER SPORTS HARD TOP**
The only one selling a more authentic model is the maker of the real, live Studebaker. A convincing, exciting miniature model Rubber powered —really moves!
Model No. 631-50
50c Retail

**"MONTE CARLO" RUBBER POWERED SPORTS CAR**
Minutely detailed, amazingly styled, readily converts from hard top to convertible. A streamlined, sensational sales maker.
Model No. 528-100
$1.00 Retail

hawk

HAWK PROMOTES BIG, TOO!
Nationally advertised Hawk Kits in those magazines read by the mass millions who buy.

PACKAGED TO SELL! HAWK KITS ARE INDIVIDUALLY CELLOPHANE WRAPPED IN FOUR-COLOR SET-UP BOXES!

# Fine Accessories for Every Angling Need

**Heddon "Hep Kit"**

3641A180 Handy styrene kit contains four famous "Hep" spinners in four sizes, in two popular colors, Gold Flash and Silver Flash. With this kit a spin fisherman is equipped to fish for all species of fish.
Mfr's. Sugg. Retail $5.00

**Garcia Abu-Reflex Lure Kit**

3789A225—Five ⅛ oz. lures of assorted colors. The balanced corrugated blade spins either way. Backle screened treble hook always hangs off-center-to prevent line twist. Snap swivel with each lure. The dependable lure.
Mfr's. Sugg. Retail $3.75

**Keep Minnows, Shrimp, Cray Fish Active and Healthy**

2906A537—A light floating impeller, spins a jet spray of water to all sides of the bucket. This fast moving spray absorbs an abundance of oxygen and creates a high rate of evaporation which aerates, rapidly cools, and recirculates the water, exceeds requirements for ideal water conditions. Fits any standard minnow bucket. Powered by flashlight batteries. Pays for itself by saving costly minnows. Batteries and minnow bucket not included.
Mfr's. Sugg. Retail $8.95

**"My Buddy" Tacklemaster**

3130A1620—Drawn from seamless sturdy gauge aluminum; natural embossed pebble grain finish. Designed to be 100% waterproof. Six easy-to-operate partitioned cantilever aluminum trays. Thirty-six compartments 4"x1½": eight 4"x2½"; four 4"x4½". One tray with no partitions. Upper partitioned bottom, 4⅞" deep for reels etc. Solid brass hardware with keyed lock. Length 20", depth 10¾"; width 8⅛". Ship. wt. 6½ lbs.
Mfr's. Sugg. Retail $27.00

**Heddon Spin-Casting Kit**

2305A315—This kit is for casters of light lures and spin fishermen. Four famous Heddon lures—Tiny Torpedo, "Tiny Runt," Sonic and Spin Fin.
Retail $5.20

**Heddon "Sonic" Kit**

2982A300—New sonic lures designed to be seen, heard and felt. Excellent for spinning, trolling or light bait casting.
Retail $5.00

**Heddon Sonar-4 Kit**

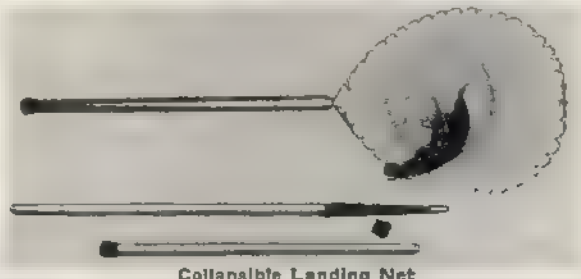
3328A286—Two sizes of "Sonar" lures for casting, spin-casting, spinning or trolling. Action and depth is controlled by changing snap in either of three holes to meet fishing conditions. Styron box.
Retail $4.80

**Heddon Casting Lure Kit**

2301A227—This compact kit fits into fisherman's pocket and yet equips him to fish any body of water in the nation. Contains: "Meadow Mouse," "Spin Fin," "Super Sonic" and "River Runt."
Retail $5.45

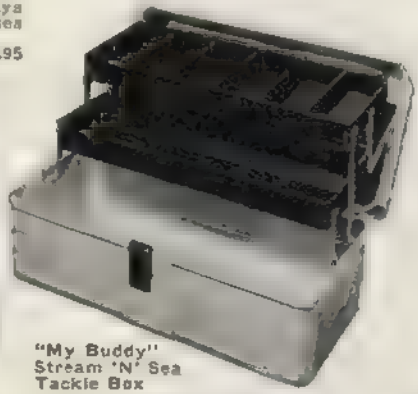
**Floating Fish Basket**

3790A417—No more worries of dropping your wire basket into the water, or gadget to hold it to your boat. Just tie it up and let it float. Spring trap door at top, bottom door with lock prevents loss of fish. Rust-proof wire ¼" mesh. Max. diam. 13½". Height 24". Collapses to 1". Ship. wt. 2 lbs.
Mfr's. Sugg. Retail $6.95



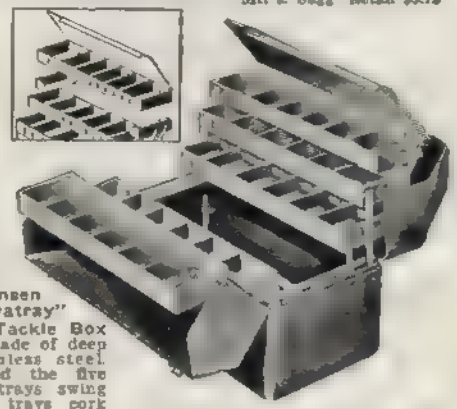
**Collapsible Landing Net**

3133A345—The most compact portable boat net on the market. The 18" net folds and stores into the 23" handle, making a single package only 1-⅛" in diameter. Net is parafined cotton 1½" mesh-30" deep. It floats!
Mfr's. Sugg. Retail $5.75



**"My Buddy" Stream 'N' Sea Tackle Box**

3134A480—Molded from high impact virgin Polystyrene. Permanent sea mist green color molded into material and cannot chip, scratch, or be pulled off. The two trays, 14" long, are molded Polyethylene. Lower tray has three long compartments and one plug compartment. Top tray has 6 bait compartments. Bottom of box is roomy for reels and other equipment. Length 15⅛", width 6½", height 6½". Ship. wt. 3½ lbs.
Mfr's. Sugg. Retail $6.00



**Simonsen "Removatray" "Air-Flo" Tackle Box**

1811A1615—Made of deep drawn seamless steel. When opened the five cantilever trays swing out. Three trays cork lined. Top tray is covered and removable. Electrically welded continuous piano hinge. 25 adjustable tray dividers. Size: 19"x8½"x10½". Color Seafoam Green.
Mfr's. Sugg. Retail $14.95

**3 Tray "Plas-Tak" Tackle Box**

2681A567—The custom made tackle box for the discriminating fisherman is corrosion-proof. It floats and protects tackle against rust. Cantilever trays have cork-lined compartments. Solid brass links, hinge pin, nylon lock that can't rust or corrode. Available in marbleized green only. 15¼" long, 6¾" deep, 6½" wide. Wt. 4 lbs. Sugg. Ret. $8.98

# Enjoy America's fastest-growing winter sport!

Ⓐ 34.88 SKIS FOR EVERYONE

Ⓑ 59.99

Ⓒ 48.88

**NO MONEY DOWN!**

Ⓓ 104.50 NEW GERMAN SCHUSS METAL SKI

NEW GERMAN SWIFT FIBERGLAS SKI Ⓔ 109.50

**Ⓐ New! BAVARIAN IMPORT 18 PLY SKIS.** Selected 18-ply laminated ski. De luxe plastic finish with protective plastic top edges. Tip and heel protectors. Finest interlocking steel edges. Plastic bottom. De luxe Austrian safety bindings. Specify size - 6', 6'3", 6'6", 6'9", 7'

65 B 0251R—Wt. 17 lbs. Pair. 34.88

**Ⓑ New! HEDLUND SUMMIT GERMAN IMPORT SKIS** Designed to make a good skier better! Multi-laminated hardwood. Fast, Kofix base. Wide, inlaid, 3-cell plastic blk./wht top edges Red plastic top, interlocking offset edge. De luxe safety bindings. Size: 6', 6'3", 6'9", 6'11".

65 B 1864R Pr. Wt. 17 lbs. 59.99

**Ⓒ New! OLYMPIC GERMAN IMPORT SKIS.** 22-ply laminated ski with interlocking steel edges. De luxe tip and heel protectors. Plastic top edges. Durable Kofix plastic bottom. Finest safety binding with newest safety release front throw. Specify size: 6', 6'3", 6'6", 6'9", 7'.

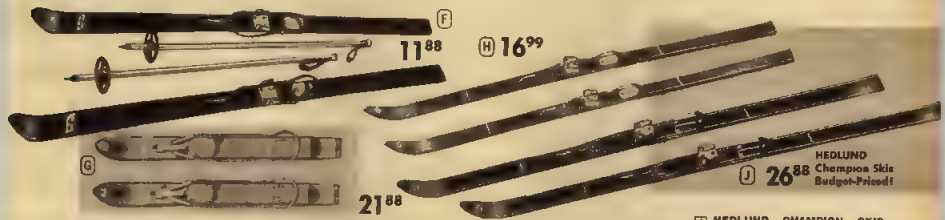
65 B 0252R –Pr. Wt. 17 lbs. 48.88

**Ⓓ New! HEDLUND SCHUSS GERMAN IMPORT METAL SKIS.** Top quality. Multi-laminated wood core, plastic sides. Blue top finish. Fast, Kofix base. Interlocking offset edges. Long, built-in tip protector. De luxe safety release bindings. Riveted heel protector Specify: 6'5", 6'9", 7'.

65 B 1865F—Pr. Wt. 18 lbs. 104.50

**Ⓔ New! HEDLUND SWIFT GERMAN IMPORT FIBERGLAS SKIS.** Rated tops in tests by experts Super strength fiberglas; multi-laminated hardwood core. Fast plastic base Interlocking offset edges White plastic top edges, blue top finish—long tip protector De luxe safety bindings Specify. 6'2", 6'6", 6'10".

65 B 1866F—Pr. Wt. 18 lbs. 109.50



Ⓕ 11.88

Ⓖ 21.88

Ⓗ 16.99

Ⓙ 26.88 HEDLUND Champion Skis Budget-Priced!

**Ⓕ JR. RIDGE-TOP SKI AND POLE SET.** A 5¼ ft. 3" wide selected Adirondack ash ski, all-boot size adjustable. Jr. safety binding attached Red lacquer finish. 40" aluminum poles; tough leather hand loops; plastic ski pole snow guards

65 B 8451R—Set. Wt. 12 lbs. 11.88

**Ⓖ New! HEDLUND KOM PAKS.** Like figure skating on snow! New short length fun ski Laminated hickory-ash. "Fan-Trak" plastic base Offset steel edges Turned up heel, metal heel protector. 35" long Complete with bindings.

65 B 1867H -Pr. Wt. 9 lbs. 21.88

**Ⓗ HEDLUND JUNIOR CHAMPION SKIS.** For serious young skiers who want to learn controlled skiing Solid hickory laminated tip; offset steel edges; red top, lacquered base Adjustable jr cable binding Specify size 5' or 5'6"

65 B 1851R—Pr. Wt. 13 lbs. 16.99

**Ⓙ HEDLUND CHAMPION SKIS.** "Ski Like A Champ—On A Budget!" Solid hickory with laminated tip—fast, flexible Offset steel edges, ready-to-wax leather base, high-gloss red finish Adjustable std. cable binding Specify size. 5'9", 6', 6'3", 6'6", 6'9". Wt. 20 lbs.

65 B 1852R—Pair . 26.88

Ⓚ 2.58 Ⓛ 4.44 Ⓜ 8.88

Ⓝ 8.88 Ⓟ 9.88 Ⓡ 9.88 New! Men's Ⓢ 17.88

**Ⓚ NEW JR. ALUMINUM SKI POLES.** Rustproof with molded grip Specify. 36" or 39".

65 B 0253H—Pair. 1 lb. 4 oz... 2.58

**Ⓛ ADULT ALUMINUM POLES.** Molded grip, leather strap, snow ring Specify size: 45", 48", 51", 53".

65 B 0254H—Pair. Wt. 2 lbs. . . 4.44

**Ⓜ RACING POLES.** Our finest! De luxe true temper chrome steel shaft, molded grip. Leather strap, leather lined snow ring Specify size: 48", 51", 53", 55".

65 B 0255H—Pr. Wt. 2¼ lbs. . 8.88

**Ⓝ NEW JUVENILE SKI BOOT.** Black; red trim. Special tannage genuine leather. Goodyear wedge sole Red strap, buckle, leather shield Full sizes 12 thru 5 Specify

65 B 0512K—Wt. 3 lbs..... 8.88

**Ⓟ NEW WOMEN'S SKI BOOT.** 2 tone Black/white. Special tannage genuine leather. White leather strap, buckle. Goodyear wedge sole. White leather shield. Specify: Full sizes 3 thru 10

65 B 0513K—Wt. 4 lbs. 8 oz... 9.88

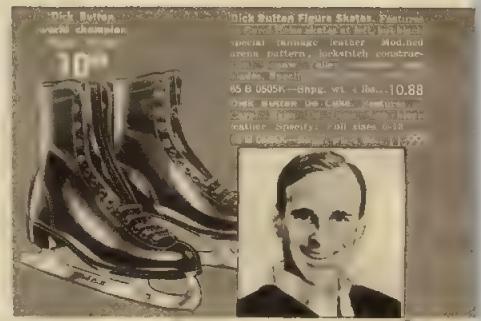
**Ⓡ NEW MEN'S SKI BOOT** Black with red trim Goodyear wedge sole Special tannage genuine leather Specify Full sizes 6 to 13.

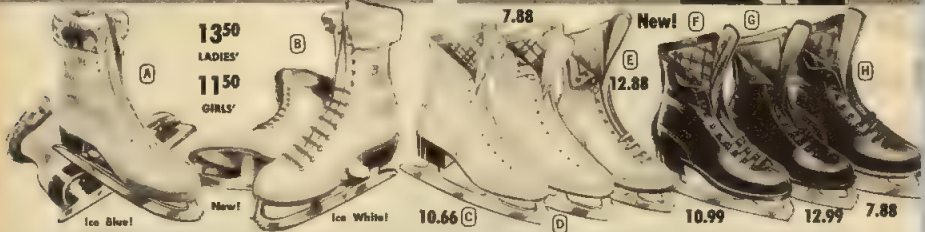
65 B 0514K—Wt. 5 lbs. 8 oz. . 9.88

**Ⓢ FRENCH "ALLEGRO" SKI BOOTS.** Double boot. 1-pc. top grain waterproof leather outer shoe with inner boot. Neoprene sole. Steel reinforced outer sole. Full sizes 5 to 12 Med width. (Women order 1 size down from reg shoe size)

65 B 9151S—Wt. 6 lbs..... 17.88

# Finest quality figure ice skates . . . pro-styled by the Champs!




**A B PRINCESS FIGURE SKATES.** Ice blue or ice white full grain leather uppers with complementary fur-look collars. Stylish vinyl binding on laced edges. Fully insulated with exclusive POLYN thermal interlining for warmth and comfort. Two-piece "Formfit" tongues with silver center beading. 100% Nylon stitching; clear leather soles, Littleway lockstitched. Built-in steel arch support with orthopedic style counter for arch and heel fit. Hardened and tempered, high carbon, U. S. Steel blades are hollow ground to keen edges, diamond-tested, and feature broached saw teeth for fast starts, stops, steady toe stands. Specify size when ordering

**(A) Ice Blue leather with frost gray collar.**

65 B 0454K—Ladies' full sizes 4 to 11. Shpg. wt. 3 lbs. 12 oz. . . . . 13.50
65 B 0456K—Girls' full sizes 12 to 4. Shpg. wt. 2 lbs. 12 oz. . . . . 11.50

**(B) New! Ice White leather with ice white [illegible]**

65 B 0472K—Ladies' full sizes 4 to 11. Shpg. wt. 3 lbs. 12 oz. . . . . 13.50
65 B 0473K—Girls' full sizes 12 to 4. Shpg. wt. 2 lbs. 12 oz. . . . . 11.50

**C LADIES' WHITE ELK CURON-LINED FIGURE SKATES.** Top grain elk, water repellent soles. Plaid-lined, Curon insulated. 2-pc. form-fit tongue. Hollow ground 1-pc. Canadian Sheffield steel blades. Ankle supporting Orthopedic style counter. Specify: Full sizes 5 to 10.

65 B 7211S—Shpg. wt. 4 lbs.. 10.66

**D GIRLS' WHITE TOP GRAIN ELK FIGURE SKATES.** High cut pattern. Water-repellent soles. 2-pc. formfit sponge rubber tongue, plaid lining. Tempered 1-pc. Canadian Sheffield steel blade. Specify: Full sizes 12 to 4.

65 B 7207S—Shpg. wt. 3 lbs....7.88

**E New! PREMIUM LADIES' FIGURE SKATES.** Best. Finest white elk leather upper; glove leather lining. warm Curon insulation! Ankle supporting orthopedic counter. 2-pc Formfit Curon/leather tongue. Water-repellent soles. Canadian Sheffield steel blade. Specify: Full sizes 4 to 10.

65 B 7218S—Shpg. wt. 4 lbs.. 12.88

**F MEN'S BLACK SELECTED FULL GRAIN ELK FIGURE SKATES.** Water-repellent soles. Plaid and Curon lining. 2-pc. formfit tongue; Curon insulation against cold. 1-pc. hollow-ground Canadian Sheffield steel blade Specify: Full sizes 6 thru 12.

65 B 7212S—Wt. 4 lbs..... 10.99

**G New! PREMIUM MEN'S FIGURE SKATES.** Best. Finest black top grain elk leather upper; glove leather lining; Curon insulation! Ankle supporting orthopedic counter. 2-pc. Formfit/Curon/leather tongue. Water-repellent soles. Canadian Sheffield steel blade. Specify: Full sizes 6 to 12.

65 B 7219S—Shpg. wt. 4 lbs. 12.99

**H BOYS' BLACK FULL GRAIN ELK LEATHER FIGURE SKATES.** High cut pattern. Plaid lined. 2-pc. formfit tongue, water-repellent soles; ankle support counter. Tempered Sheffield steel 1-pc. blade. Specify: Full sizes 12 to 4.

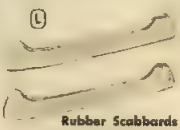
65 B 7206S—Shpg. wt. 3 lbs....7.88

**J New! "FIGURE MASTER" SKATES FOR CHILDREN** Special tannage leather upper; high arena pattern: hard rubber soles, heels. Sponge lined tongue; nylon stitching; 4 stitched backstays. Bright cadmium plated blades. In Full sizes 10 thru 5. Specify size when ordering. Shpg weight 2 lbs. 8 oz.

65 B 7351S—Girls'—White ...5.88
65 B 7352S—Boys' Black .... 5.88

**K "ICE KINGS" SKATES FOR BEGINNERS.** Ideal starter skates for young children. Low, low price! Soft split leather upper. Form fitting shoes and special low constructed training blade for protection of young ankles. Full sizes 11 thru 2. Specify size. Wt. 2 lbs.

65 B 7301S—Boys'—Black..... 3.33
65 B 7302S—Girls'—White.....3.33




**Rubber Scabbards Protect Skate Blades**

**L RUBBER SCABBARDS.** Safe way to protect your skate blades, prevent accidents! Easy-on-and-off skate blade guards for ladies' and men's figure and hockey skates. Specify size: 1 (fits 13-2); 2 (fits 3-5); 3 (fits 6-8); 4 (fits 9-11). Shpg. weight 1 lb.

65 B 2302S—Pair ..... 69c

**M HANDY ICE SKATE CARRYING BAG.** Weatherproof material has rubberized back. Protects skates. Two pockets joined by 24 inch zipper. Smart skate shape! Good value! Attractive Brown Pony.

65 B 0469S—Shpg. wt. 1 lb.... 3.40
Blue with silver trim.
65 B 0470S—Wt. 1 lb.....3.40

**C CAREY "W".** Needs no pampering! 21 jewel movement is waterproof*, anti magnetic, shock protected. Unbreakable mainspring, too. Chrome top case, stainless steel back, adjustable expansion band. Luminous dial, sweep second hand
**15 B 1198KT..... .25.45**

**D CAREY.** A winner in styling and reliability! Waterproof*, anti magnetic, shock protected 21 jewel movement unbreakable mainspring. Modern yellow top with stainless steel back; matching adjustable expansion band. Luminous dial, sweep second hand
**15 B 2100KT.....27 95**

**A BOOTH "W".** Wafer-slim, self-winding watch stands out in elegance and performance Waterproof* anti magnetic shock protected 17 jewel movement Unbreakable main spring Sleek chrome top case with stainless steel back matching expansion band can be adjusted to your wrist size
**15 B 1196KT. .....26.75**

**B BOOTH.** This coin slim aristocrat automatically winds itself as you wear it Waterproof*, anti magnetic, shock protected to keep perfect time under rugged conditions 17 jewels Unbreakable mainspring Yellow top case with stainless steel back, matching adjustable expansion band
**15 B 1197KT.....29.95**

***Nationally Advertised in . . .***

LIFE · POST · seventeen · LOOK · PLAYBOY · Good Housekeeping · Esquire

# HELBROS

*Helbros watches are world-renowned and this is why: precise workmanship combines with highest standards . . . and superb designs. All boast Lifetime Jeweled movements; guaranteed unbreakable mainspring; shock protection; adjustable-length expansion bracelets made with links that can be added or removed for perfect fit. Gift boxed.*

**LIFETIME GUARANTEE**

**on all movement parts against breakage**

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Handling Charge $1.00

**E POLAR.** A champion with waterproof*, anti-magnetic, shock protected 17 jewel movement Convenient luminous dial and sweep second hand. Chrome top with stainless steel back matching adjustable expansion band
**15 B 2101KT.....17.25**
**POLAR "S".** Same as above, all stainless steel case
**15 B 2102KT..... .18.95**

**Add 10% Federal Excise Tax**

**F BATES "W".** Only the features are expensive Winds itself, waterproof*, anti-magnetic, shock protected. Luminous dial with sweep second hand Chrome top case, stainless steel back, matching expansion band 7 jewels.
**15 B 2103KT .....19.95**
**BATES.** As above, yellow
**15 B 2104KT.....22.50**

**G HUNT.** For the man of action! A masterpiece of precision with waterproof*, anti-magnetic, shock protected 17 jewel movement. Sweep second hand on luminous dial. Well-tailored yellow top case, stainless steel back, matching adjustable expansion band
**15 B 2105KT.....21.75**

**H MADISON "W".** Indicates time and date automatically Waterproof*, anti magnetic shock protected 17 jewel movement Sweep second hand, luminous dial Chrome top case stainless steel back, matching adjustable expansion band
**15 B 2106KT.....19.95**
**MADISON** Same, in yellow.
**15 B 2107KT.....23.45**

**J HYDE.** Faultlessly fashioned square dress watch with the look of leadership. Bold modern strokes mark the hours on the clean dial, second hand Shock protected; unbreakable mainspring. Yellow top case with stainless steel back; matching adjustable expansion band 17 Lifetime jewels
**15 B 2108KT .....23.75**

**Waterproof provided crystal and crown are intact, case unopened*

*Shipping wt. 7 ozs. each watch. Jeweled Watches have Jeweled Lever*

[D] **IRMA.** Elegant marquise shape case ends in fascinating swirls 10K yellow rolled gold plate top, stainless steel back. Matching expansion bracelet. 17 jewels, shock protected
**15 B 1184KT.....21.95**
**IRMA "W".** Same, in white
**15 B 1185KT.....21.95**

## Fashion Favors The Diminutive Timepiece

[A] **KARA.** Sensational 21 Lifetime jewel movement! Fascinating, fashionable square case of 10K yellow rolled gold plate with stainless steel back. Matching adjustable expansion bracelet. Shock protected, unbreakable mainspring.
**15 B 1178KT.....27.45**
**KARA "W".** Same, in white.
**15 B 1179KT.....27.45**

[B] **VENICE.** Diminutive 21 jewel beauty. Delicate scrolls accent a miniature pear shape case of 10K yellow rolled gold plate, stainless steel back. Matching adjustable expansion bracelet. Shock protected, unbreakable mainspring
**15 B 1180KT.....27.95**
**VENICE "W".** Same, in white.
**15 B 1181KT.....27.95**

[C] **LYRE.** 21 Lifetime jewel accuracy in a stunning leaf motif case of 10K yellow rolled gold plate with Florentine accents. Match-mated leaf motif, adjustable expansion bracelet. Shock protected, unbreakable mainspring
**15 B 1182KT.....27.95**
**LYRE "W".** Same, in white
**15 B 1183KT.....27.95**

# HELBROS

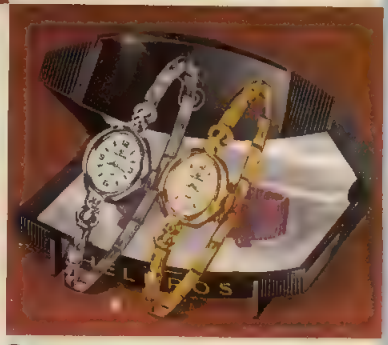
**Add 10% Federal Excise Tax.**

**LIFETIME GUARANTEE**
**on all movement parts against breakage**
All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Handling Charge $1.00

*Masterpieces in time for her! By HELBROS, the name that's recognized around the world for unsurpassed design and unfailing accuracy. You make an impression when you wear a HELBROS or give a HELBROS. Each has a guaranteed unbreakable mainspring, anti-magnetic and shock protected, electronically tested Lifetime jeweled movement. Every expansion bracelet can be lengthened or shortened quickly for personal fit.*

**Nationally Advertised in . . .**

PLAYBOY · POST · LIFE · seventeen · LOOK · Good Housekeeping · Esquire



[E] **MAY.** Looks many times the amazingly low price. Classic oval shape case gleams in rich yellow with stainless steel back. Matching oval-cut expansion bracelet features adjustable fit with add-or-subtract links. 7 Lifetime jewels, shock protected, unbreakable mainspring
**15 B 1186KT.....15.75**
**MAY "W".** Same as above, in white
**15 B 1187KT.....15.75**

[H] **DUET.** Two diamonds sparkle in a skillfully sculptured oval case of 10K yellow rolled gold plate. 21 Lifetime jewels. Matching, adjustable expansion bracelet. Shock protected, unbreakable mainspring
**15 B 1192KT.....31.75**
**DUET "W".** Same, in white.
**15 B 1193KT.....31.75**

[J] **MAGDA.** 4 heavenly diamonds . . . 21 jewels. Leaf motif, marquise shape case of 10K yellow rolled gold plate, stainless steel back. Coordinated, easy-to-adjust expansion bracelet. Shock protected
**15 B 1194KT.....35.95**
**MAGDA "W".** Same, in white
**15 B 1195KT.....35.95**

[F] **MARIE.** Glamorous utility Nurses' favorite with clear, full-figure dial with sweep second hand in 10K yellow rolled gold plate case; stainless steel back. Expansion bracelet. 17 jewels, shock protected
**15 B 1188KT.....25.45**
**MARIE "W".** Same, in white
**15 B 1189KT.....25.45**

[G] **SPRITE "W".** Tailored for women on the go. Waterproof*, shock resistant and anti magnetic. Chrome top case, stainless steel back; matching expansion bracelet. Luminous dial. 17 jewels
**15 B 1190KT.....24.45**
**SPRITE.** Same in yellow.
**15 B 1191KT.....26.25**

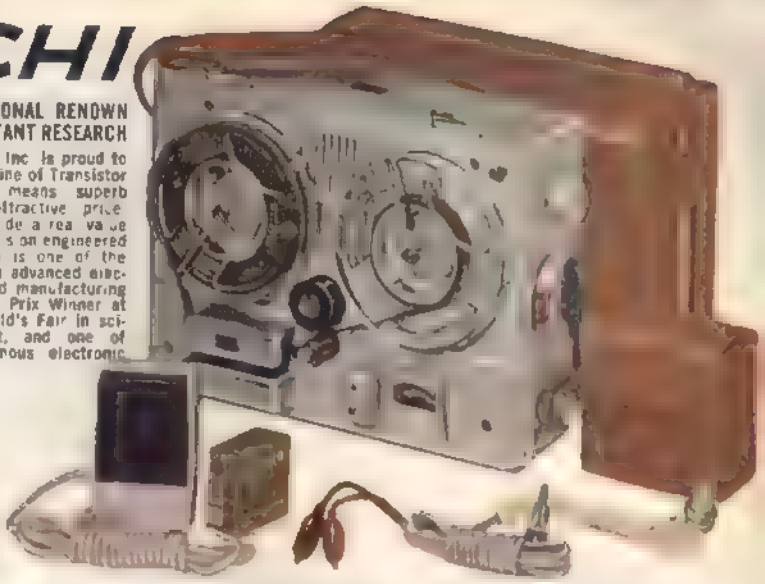
*Waterproof provided crystal and crown are intact, case unopened.

*Shpg. wt. 7 oz. each watch. Jeweled Watches have Jeweled Lever.*

# HITACHI

**QUALITY OF INTERNATIONAL RENOWN THROUGH CONSTANT RESEARCH**

Bennett Brothers, Inc. is proud to offer the Hitachi line of Transistor Radios. Hitachi means superb quality at an attractive price. These radios provide a real value in powerful, precision engineered portables. Hitachi is one of the world's leaders in advanced electronics design and manufacturing technology. Grand Prix Winner at the Brussel's World's Fair in scientific equipment, and one of Japan's most famous electronic manufacturers.



## Pocket Size
## HITACHI 6 TRANSISTOR OUTFIT

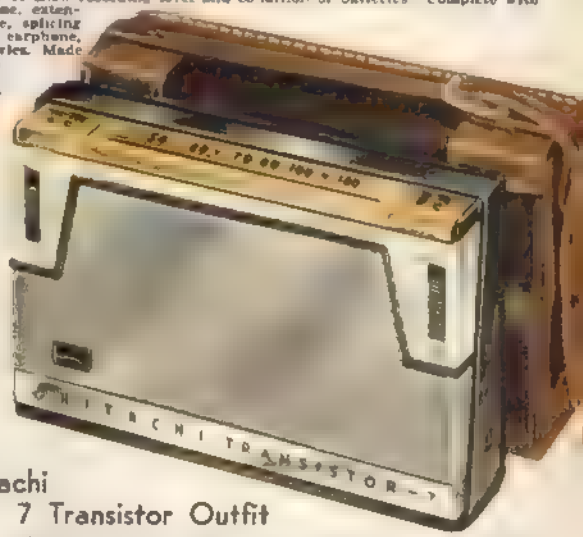
**8160E1397**—A compact 6 transistor radio designed and engineered to famous Hitachi standards. Six transistor, one diode and one thermistor assure powerful performance. 2" P.M. speaker for excellent clarity. Precise tuning for added ease in station selection. Rugged, smartly styled case. Complete with earphone, leather case and batteries. Available in Black and Ivory. Specify. Gift-Boxed.
Retail $19.95

## HITACHI TRANSISTOR TAPE RECORDER

**8161E9740**—An excellent truly portable transistor tape recorder rendering superb fidelity. Unit has seven transistors and is powered by four ordinary flashlight batteries or AC operation if desired. Two speed (1⅞ and 3¾ i.p.s.) operation provides 68 minutes recording time. Lightweight . . . weighs less than 5 lbs. with batteries. Easy "One-Control System" provides simple and fast operation with one knob for recording, playing, erasing and rewinding. Has 'Level Meter' indicator to show recording level and condition of batteries. Complete with recorder case, microphone, extension cord, practice tape, splicing tape, polishing cloth, earphone, accessory case and batteries. Made in Japan. Retail $149.95

**8162E1047**—AC Adapter
$14.95

Hitachi
2 Band
◀ AM-SW
8 Transistor
Outfit




• 2 BAND AM-SHORT WAVE

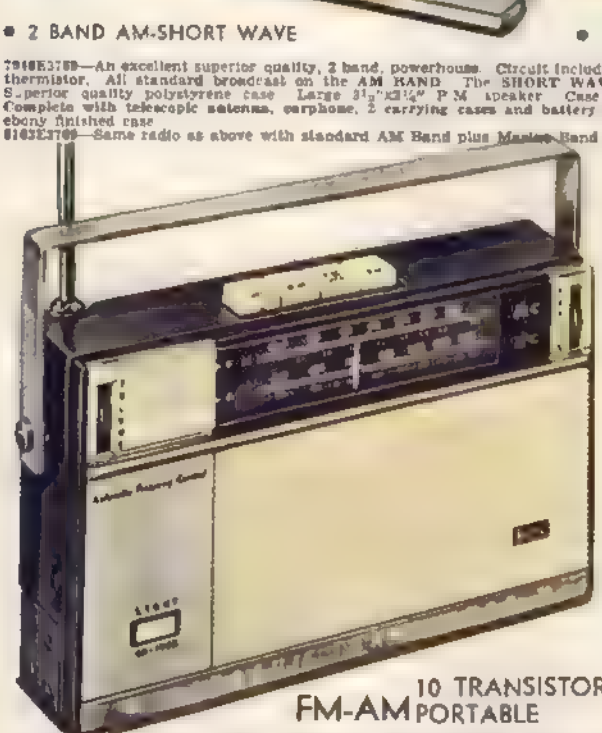
• FINE TONE CONTROL

**7948E3768**—An excellent superior quality, 2 band, powerhouse. Circuit includes 8 transistors, 2 diodes and thermistor. All standard broadcast on the **AM BAND**. The **SHORT WAVE BAND** covers 3.8-12 mc. Superior quality polystyrene case. Large 3½"x3¼" P.M. speaker. Case measures 8⅛"x3¾"x1⅛". Complete with telescopic antenna, earphone, 2 carrying cases and battery. Gift-Boxed. Smart, rugged ebony finished case.
Retail $59.95

**8163E3769**—Same radio as above with standard AM Band plus Marine Band (Covers 1.6-4.6 mc. range.)
Retail $59.95

Hitachi
## 7 Transistor Outfit

**7949E2219**—This beautifully designed radio brings in distant stations crisp and clear with a highly efficient ferrite core antenna. The precision circuit of 7 transistors, 2 diodes and 1 varistor provides interference-free reception. Clear-drive tuning mechanism. Size 5¾"x3¾"x1⅛". Complete with earphone, auxiliary antenna, 2 leather carrying cases, shoulder strap and battery. Available in Red, Beige or Black. Specify.
Retail $29.95



Hitachi
Means
Quality

## 10 TRANSISTOR FM-AM PORTABLE

**8164E5431**—The ultimate in portable AM-FM reception. 10 transistors and 6 diodes provides power to spare. Equipped with output jack to connect Multiplex Adapter for Stereo/FM reception. Telescoping antenna, swing up handle. Automatic Frequency Control. Tone Control and slide rule tuning. Full range 4" speaker and [illegible]. Operates on standard flashlight batteries. Black case with White front gold-some trim. Batteries included.
Retail $89.95

## AM-SW-MARINE 3-Band—8 Transistor

**7951E5023**—The set has the AM band for standard broadcasts and two short wave bands for additional coverage. [illegible] MC. [illegible] MC. [illegible] MC. 8 transistors are of the new Mesa type—ultra high efficiency for super sensitivity. Large 4" PM speaker assures excellent fidelity. Powerful push-pull amplifier circuit [illegible] transistors. Fine Tuning for extra selectivity. Dial Lamp [illegible] antenna [illegible] north of a big b[illegible]. Tone Control for added convenience. Complete with telescoping antenna, earphone, 2 carrying cases and battery. Set measures 8⅝"x4¾"x1⅝". Smart Beige finish.
Retail $79.95

# Bennett Pianos

## 10 Year Guarantee

* Bennett Pianos all have a 10 year Guarantee against being structurally defective in material and/or workmanship (the effects of heat, cold, dampness and fire excepted). The finish is exempt from guarantee.

### Specifications for Spinet Pianos

- Made with Full 88-Key Range.
- Over-Strung Strings for Greater Length, Richer Tone.
- Specially Treated Sound boards add to Tonal Beauty.

Add richness and graciousness to your home living with a dainty small-scale piano, so adaptable to limited space to modern or period furniture. New all-in-one-piece organ type keys without tips and the disappearing keyboard cover that presents a smooth appearance when the piano is open. Clear sweet tones are the result of fine construction features and skilled workmanship. Tuning pegs are firmly anchored in maple bushings. Sound boards are treated with a special filler and lacquer. Matching custom-built bench with spacious compartment included (28¾" x 14" x 15"). Each Spinet is approx. 37" high, 56" long, 23⅝" deep, weighs just 326 lbs. Boxed with bench wt. is approx. 445 lbs. Prices include FET. **Colorful Brochure and Wood Samples Available Upon Request.**

*French Provincial Spinet*

### *French Provincial*

Painstaking care and skill has gone into the craftsmanship of this beautiful spinet piano. Finishes are Bleached Glazed Walnut Fruitwood, Walnut, Mahogany, Warm Cherry, Cherry Fruitwood, Antique White, Cafe Au Lait or Ebony. **Specify Finish.**

2697MF55043 — French Provincial. **Sugg. Retail $1075.00**

*Italian Provincial Spinet*

### *Italian Provincial*

Gracious Italian Provincial Spinet piano with matching bench. **Specify Finish**

3075MF51968 — Warm Cherry, Cherry Fruitwood, Ebony, Bleached Glazed Walnut Fruitwood Mahogany or Limed Oak.

**Sugg. Retail $1050.00**

*Continental Spinet*

### *Continental*

Suave Continental Spinet styling, rich tonal quality. Combines Beauty, Craftsmanship and Performance for home enrichment. **Specify Finish.**

2849MF55043 — Mahogany, New Light Walnut, Warm Cherry or Cherry Fruitwood. **Sugg. Retail $1075.00**

*Italian Provincial Musician's Console*

*Contemporary Spinet*

Dainty spinet with adorned beauty to match any home furnishings

| | Sugg. Retail |
|---|---|
| 2471MF48893—Mahogany | $ 895.00 |
| 2472MF50123—New Light Walnut | 925.00 |
| 2473MF51968—Warm Cherry, Cherry Fruitwood, Ebony or Bleached Glazed Walnut Fruitwood. **Specify Finish** | 1050.00 |

*Traditional Spinet*

Gently carved Traditional Spinet piano with matching custom bench

| | Sugg. Retail |
|---|---|
| 2841MF48893—Mahogany | $ 895.00 |
| 2844MF50123—New Light Walnut | 925.00 |
| 2861MF51968—Blonde Mahogany, Limed Oak, Natural Maple, Ebony, Warm Cherry, Cherry Fruitwood or Bleached Glazed Walnut Fruitwood. **Specify Finish** | 1050.00 |

All Pianos F.O.B. Michigan Factory

## *Musician's Consoles*

**The Ultimate in Fine Vertical Pianos**
56¾" L. x 23⅝" W. x 40½" H.

One of America's finest. This 40 inch high piano is graceful, sturdily built. The world's best material, the finest craftsmanship and engineering skill from the old world is in this great musical instrument which has the background of over a half century of piano engineering experience. With matching bench. Ship. wt. approx. 460 lbs. Prices include FET.

*Italian Provincial*

3071MF58733—Italian Provincial, Musicians' Console. Mahogany, New Light Walnut or Warm Cherry. **Specify Finish.**

**Sugg. Ret. $1195.00**

3076MF58733—French Provincial, Musicians' Console. Mahogany, New Light Walnut or Warm Cherry. **Specify Finish.**

**Sugg. Retail $1195.00**

3076MF58733 — Contemporary. Musicians' Console. Mahogany, New Light Walnut or Warm Cherry. **Specify Finish.**

**Sugg. Retail $1195.00**

3850MF58733 — Traditional. Musicians' Console. Mahogany, New Light Walnut or Warm Cherry. **Specify Finish.**

**Sugg. Retail $1195.00**

**Traditional Quality from Bennett Brothers, Inc.**

# Run Wide Open At Half the Cost

It's true! The new and exciting Homelite 4-Cycle-55 outboard puts an end to big-budget boating. With the 4-cylinder 55-horsepower Homelite you can run wide open at half the cost for gas and oil, cruise with even greater savings. It's possible because the new Homelite uses an automotive-type engine . . . burns gasoline only, not a mixture of gas and oil. And, it uses less gas than any two-cycle outboard of comparable horsepower.

But this isn't all that's exciting about the new Homelite. There's lots more. Like the unique quiet of its 4-cycle engine . . . or the complete lack of smoke and fumes even at a tic-toc troll . . . or the beauty of never having to mix gas and oil. And, the 4-Cycle-55 uses any kind of gas, marine or automotive, regular or premium.

If you have ever owned an outboard motor or are even considering buying one, it will pay you to look at the new Homelite 4-Cycle-55. Try a free demonstration soon. We think you will agree — the new Homelite is the best thing in outboards since outboarding began.

**For the name of your nearest Homelite Outboard dealer and your free copy of our 16-page brochure, write to Homelite, 5301 Riverdale Avenue, Port Chester, New York.**

**See us at the National Motor Boat Show Booth A-1**

# New Homelite 4-Cycle-55

HOMELITE
A textron
DIVISION

## RUTHIE ASSORTMENT
**HORSMAN**

20 inch fully jointed, all vinyl doll. Has rooted hair, glassine eyes with lashes and turning head. 2 each of 3 styles in attractive ensemble. In window boxes.

Pkd. 6, wt. 15 lbs.

| No. | | Retail |
|---|---|---|
| 5500 | ✪ | $6.00 |

## BABY PRECIOUS
**HORSMAN**

22 inches tall with realistically sculptured head, rooted baby hair, sleeping glassine eyes and voice. With disappearing milk bottle. Dressed in flannel P.J's.

Pkd. 4, wt. 14 lbs.

| No. | | Retail |
|---|---|---|
| 6791 | ★ | $8.00 |

## SNUGGLE SOFTEE
**HORSMAN**

17 inches tall with realistically sculptered head and soft life-like arms and legs. "Mama" voice, sleeping glassine eyes. Dressed in organdy dress with bonnet, Diaper and booties. Individually boxed.

Pkd. 6, wt 13 lbs.

| No. | | Retail |
|---|---|---|
| 6432 | ★ | $6.00 |

## RUTHIE DOLL
**HORSMAN**

17 inches tall, fully jointed. Made entirely of vinyl with clearly detailed features. Rooted "pigtail" hairdo. Sleeping glassine eyes with lashes and turning head. Dressed in cotton jumper style dress, wears panties, socks and vinyl shoes. Individually boxed.

Pkd. 6, wt. 13 lbs.

| No. | | Retail |
|---|---|---|
| 5441 | ★ | $5.00 |

## FLOPSIE
**HORSMAN**

16 inch soft cuddle doll with rooted "wispy baby" hairdo, vinyl head and painted features. Wears flannel P.J.s. In visual acetate container.

Pkd. 6, wt. 12 lbs.

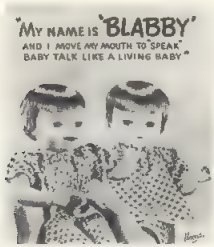
| No. | | Retail |
|---|---|---|
| 190 | ★ | $5.00 |

## BLANKET DOLL
**HORSMAN**

17 inches tall with realistically sculptered head, rooted hair, glassine eyes and life-like arms and legs. Dressed in bed jacket and diaper. Wrapped in satin trimmed receiving blanket. Wears booties.

Pkd. 6, wt. 13 lbs.

| No. | | Retail |
|---|---|---|
| 6434 | ★ | $5.00 |




## BLABBY
**UNEEDA**

21 inch all vinyl baby doll with patented larynx. Fully jointed. Squeeze tummy and mouth moves up and down as Blabby articulates baby sounds. Rooted pixie hair, sleeping eyes. Wears 2-piece pajama set. In display box.

Pkd. 12, wt. 45 lbs.

| No. | Retail |
|---|---|
| 911/4 | $10.00 |

## 21 INCH SWEETUMS MUSIKINS
**UNEEDA**

Soft flexible body with soft vinyl arms, legs and head. Rooted pixie hair and sleeping eyes. Wears batiste baby dress and matching pants. Musical. In window box.

Pkd. 12, wt. 34 lbs.

| No. | Retail |
|---|---|
| V803/4 | $8.00 |

## COED WARDROBE DOLL
**ROBERTA**

16 inch hi-heel fashion doll, fully jointed, moving glassine eyes and lashes, vinyl hi-heel shoes, assorted color college Pennants. Rooted hair, plastic hand bag. Dressed in cheer leaders costume.

Pkd. 12, wt. 50 lbs.

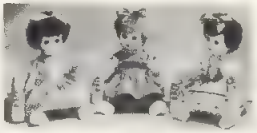
| No. | Retail |
|---|---|
| 1575 | $8.00 |

## WALKER DOLL
**ROBERTA**

17 inch walking toddler doll, fully jointed, moving glassine eyes and lashes, rayon stockings and vinyl shoes. Rooted hair. 3 piece out door girl ensemble.

Pkd. 12, wt. 24 lbs.

| No. | Retail |
|---|---|
| 7217 | $5.00 |

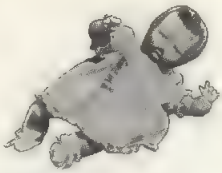


## DRINK & WET DOLL ASSORTMENT
**ROBERTA**

14 inch baby dolls with rooted hair, fully jointed, moving glassine eyes and lashes, rayon stockings, vinyl shoes. Pet magic bottle with disappearing milk. Dressed in different outfits.

Pkd. 24, wt. 35 lbs.

| No. | Retail |
|---|---|
| 414 | $4.00 |



## THUMBELINA
**IDEAL**

Wind up and she moves like a real baby. Vinyl face, arms, and legs, cloth body, rooted hair. Six outfits with accessories. 14 inches tall.

Pkd. 12, wt. 20 lbs.

| No. | Retail |
|---|---|
| 0401 | $10.00 |

## TAMMY
**IDEAL**

12 inch doll, tensed hair and wardrobe that includes sweaters, skirts, shorts, coats, etc.

Pkd. 12, wt. 8 lbs.

| No. | Retail |
|---|---|
| 9000 | $3.00 |

## SHARI LEWIS PUPPETS
**IDEAL**

Heads of vinyl, bodies of fabric. Puppets include: Lamb Chop, Charlie Horse, and Hush Puppy. In display box.

Pkd. 24, wt. 10 lbs.

| No. | Retail |
|---|---|
| 7040 | $1.00 |

## RICOCHET SMOKE RIFLE

**DAISY**

Old West styling, realistic ricochet whine, loud bang, smoke. Steel barrel, forearm, receiver. Simulated engraving. Wood grained stock. 31 inches long. Corded.

Pkd. 6, wt. 17 lbs.

| No. | | Retail |
|---|---|---|
| 660 | ★ | $5.00 |

## AUTOMATIC SMOKER RIFLE

**DAISY**

Loud bang, lots of smoke. Steel metal parts, wood grained stock. 31 inches long. Has lever action.

Pkd. 6, wt. 12 lbs.

| No. | | Retail |
|---|---|---|
| 960 | ★ | $3.00 |

## CORK PUMP GUN

**DAISY**

Pump action cocks gun. Shoots captive corks. Wood grained forearm and stock. 30 inches long.

Pkd. 6, wt. 6 lbs.

| No. | Retail |
|---|---|
| 58 | $2.00 |

## DOUBLE BARREL SMOKE GUN

**DAISY**

Dual action with single trigger. Shoots captive corks. Metal barrel and receiver. Wood grained stock. 21½ inches long.

Pkd. 12, wt. 7½ lbs.

| No. | Retail |
|---|---|
| 52 | $1.00 |

## SCOPE SMOKE RIFLE

**DAISY**

Shoots captive corks with shower of sparks, loud noise and smoke. Metal barrel, receiver with attached scope. 21 inches long.

Pkd. 12, wt. 6½ lbs.

| No. | Retail |
|---|---|
| 51 | $1.00 |

## PARADE TRAINERIFLE

**PARRIS**

Walnut finished wood stock, nickel plated steel parts, operating bolt action with dummy bullet, new all steel trigger mechanism, butt plate, adjustable black web sling, bayonet, Kadet handbook. 33 inches long, 37½ inches with bayonet.

Pkd. 6, wt. 20 lbs.

| No. | | Retail |
|---|---|---|
| K-23 | ⊛ | $4.00 |

## TRAINERIFLE

**PARRIS**

Walnut-finished wood stock with nickel plated metal parts. Operating bolt action with dummy bullet, steel clicker trigger mechanism. 30 inches long (34½ with rubber bayonet.)

Pkd. 6, wt. 14 lbs.

| No. | Retail |
|---|---|
| K-21 | $3.20 |

## TRAINERIFLE

**PARRIS**

Lever action repeater fires 6 cork balls per loading. Walnut finished wood stock, steel cocking mechanism, wrap around front sight, all metal telescope sight, sling. 27½ inches long.

Pkd. 6, wt. 13 lbs.

| No. | Retail |
|---|---|
| T-2-A-R | $3.00 |

## DOUBLE BARREL CORK SHOTGUN

**DAISY**

Single trigger shotgun, shoots captive corks. Heavy steel metal parts. Molded forearm, and stock. 30¼ inches long.

Pkd. 6, wt. 6½ lbs.

| No. | Retail |
|---|---|
| 57 | $2.00 |

## DE LUXE WESTERN HAT

**BENAY-ALBEE**

A super bodied Western hat with embroidered crown. Colors: black, red, beige, aqua. Sizes: small, medium and large. For boys and girls.

Pkd. 12, wt. 4 lbs.

| No. | | Retail |
|---|---|---|
| 509 | ★ | $2.00 |

## WESTERN FELT HAT

**BENAY-ALBEE**

100% new felt Western styled hat with embroidered crown. For girls and boys. Colors: black, red, aqua and rust. Sizes: small, medium and large.

Pkd. 12, wt. 3 lbs.

| No. | | Retail |
|---|---|---|
| 1020 | ⊛ | $1.00 |

## DELUXE PISTOL ASSORTMENT

**HUBLEY**

Includes 6 each of Nos. 210S Dick, 231S Cowpoke, 240S Trooper and 250S Texan, Jr. Plus one extra 250S. All skin packed on brightly printed, pre-priced cards. Complete with sturdy, attractive space-saver wire display rack. Packed one assortment per ctn.

Pkd. 1, wt. 15 lbs.

| No. | Retail |
|---|---|
| 182 | $19.42 |

## LARGE DOUBLE HOLSTER SET

**DAISY**

Old West styling. Genuine leather holsters and belt, brown with embossed sage color pockets. Outfitted with play bullets, bullet keepers and leg ties. Cap guns are brightly plated, 250 shot repeaters, 10¼ inches long with stag grips. Individually boxed.

Pkd. 12, wt. 29 lbs.

| No. | | Retail |
|---|---|---|
| 8053 | ★ | $5.00 |

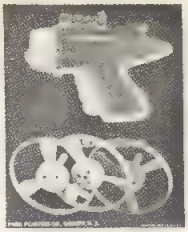
## MEDIUM DOUBLE HOLSTER SET

**DAISY**

Genuine Western buff leather holster and adjustable belt. Holster pockets embossed and burnished. Outfitted with play bullets. Cap guns are brightly plated, 250 shot repeaters, 9 inches long with stag grips. Skin packed and carded.

Pkd. 12, wt. 17½ lbs.

| No. | | Retail |
|---|---|---|
| 8051 | ⊛ | $3.00 |



## ASTRO SCOUT

**PARK**

Saucers fly up to 60 ft. or spin on ground. 3 saucers and launcher gun.

Pkd. 24, wt. 6 lbs.

| No. | Retail |
|---|---|
| 504 | $0.70 |

## WATER GUN PACK

**PARK**

Includes 2 dozen Par-kees, 1 dozen Wee-gees, 1½ dozen Maw-zees, 1 dozen Smittys, 1 dozen Mauser.

Pkd. 4, wt. 24 lbs.

| No. | Retail Value |
|---|---|
| 131 | $23.34 |

## JR. DOUBLE HOLSTER SET

**DAISY**

Genuine two-tone leather holsters and belt ornamented with jewels, Western white trim, slide buckle. Cap guns are brightly plated, single shot double action, 8⅛ inches long with stag grips. Skin packed and carded.

Pkd. 12, wt. 14 lbs.

| No. | | Retail |
|---|---|---|
| 8050 | ★ | $2.00 |

## MARTIAN PROBE ROCKET

**PARK**

Flies up to 300 feet. Complete with two 8 inch rockets, pump and fue funnel.

Pkd. 12, wt. 11 lbs.

| No. | Retail |
|---|---|
| 501 | $2.00 |

## LUNAR PROBE ROCKET

**PARK**

Using water for fuel, it flies up to 100 feet. Complete with two 6 inch rockets, pump and fuel feeder.

Pkd. 24, wt. 9 lbs.

| No. | Retail |
|---|---|
| 503 | $1.00 |

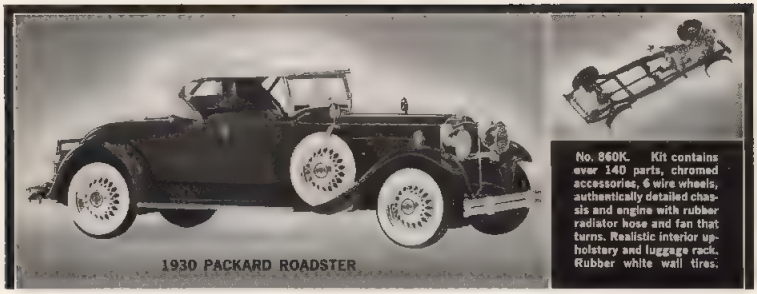
## PLANET PATROL SAUCER

**PARK**

Piloted saucer flies 60 feet or more. Complete with gun and 4 manned saucers. Flies vertically or horizontally. Assorted colors.

Pkd. 12, wt. 6 lbs.

| No. | Retail |
|---|---|
| 508 | $1.00 |


1930 PACKARD ROADSTER
No. 860K. Kit contains over 140 parts, chromed accessories, 6 wire wheels, authentically detailed chassis and engine with rubber radiator hose and fan that turns. Realistic interior upholstery and luggage rack. Rubber white wall tires.

## TWO NEW CLASSIC METAL CAR KITS

# INCREASE YOUR PROFITS!

Appeal to all Ages

Handsome, exact scale models with all the classic features of these two famous old cars faithfully reproduced. Cast in durable metal for perfect fit and easy screwdriver assembly. The completed models actually steer, rumble seats open, hoods lift off, tires are removable. Finished with standard brush or spray paints.

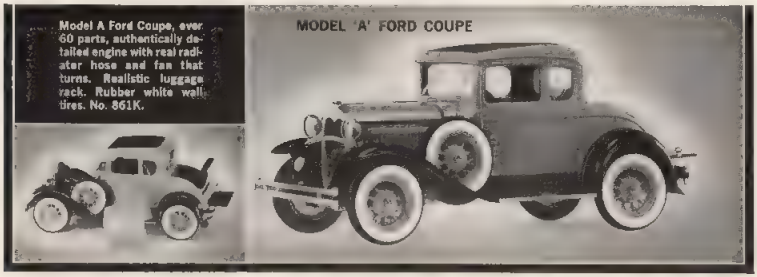
Order your stock NOW to cash in on the scheduled National Advertising* and be sure to display built-up models which you can have with each original order of 6 or more.

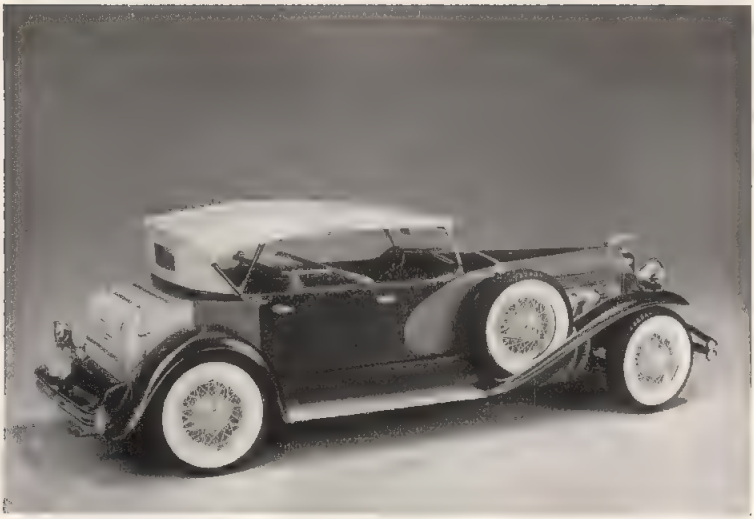
The Hubley Manufacturing Co., Lancaster, Pa.

## DISPLAY ALL EIGHT Hubley METAL CLASSIC KITS

Packards Phaeton Roadster Model A' Fords Station Wagon, Town Sedan, Roadster, Phaeton Coupe Pickup Truck.

* Big ads in BOYS' LIFE, MECHANIX ILLUSTRATED, SPORTS ILLUSTRATED AND ANTIQUE AUTOMOBILE are scheduled and they'll MOVE KITS FOR YOU!


Model A Ford Coupe, over 60 parts, authentically detailed engine with real radiator hose and fan that turns. Realistic luggage rack. Rubber white wall tires. No. 861K.
MODEL 'A' FORD COUPE



# New foot-long metal Duesenberg brings you big-scale profits

Display the built-up model of this 1/18" scale 1930 Duesenberg SJ and you're on your way toward making money.

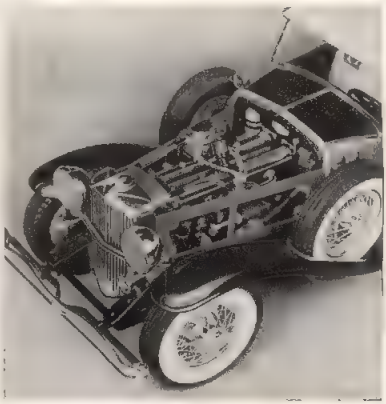
There isn't a hobbyist who will be able to resist the challenge of building this hyper-authentic metal kit. The car has 145 parts—34 in the motor alone, detailed running gear, flexible exhausts, worm and sector steering—the whole bit!

Want to test the impact this car will have on your customers? Best way is to see the built-up model.

Next step . . . order the built-up assortment—display the car—and be prepared to move merchandise.

Kit no. 864K is a real profit maker at $10.00 retail.

**No expense has been spared** to make the engine on the SJ Duesenberg fabulously accurate. Metal and plastic have been combined to give the model car builder a sturdy long-lasting replica. Note the detail, right down to the last nut and bolt. These photos in full-color are on the box to help you sell this classic kit. Display it in a prominent spot.



by Hubley®

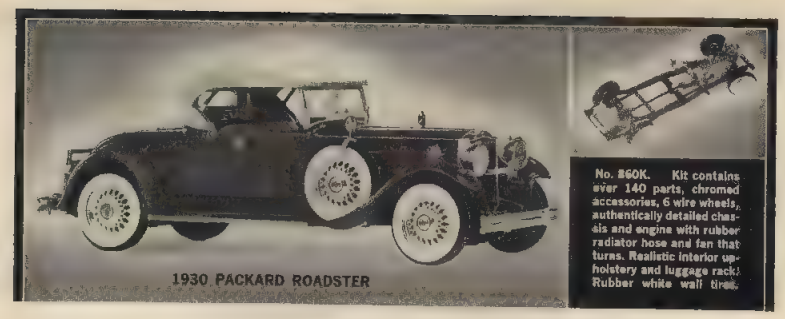
THE HUBLEY MFG. CO., SCALE MODEL DIV., LANCASTER, PA.

AMERICA'S FINEST QUALITY-PRICE STEEL TOYS...FOR 55 YEARS
STRUCTO
BUILT TO LAST A CHILD-TIME of PLAY
The toys that make dreams come true.

STRUCTO MANUFACTURING COMPANY

General Offices and Factory · Freeport, Illinois

New York Offices: Rooms 412-14-16, 200 Fifth Avenue


1930 PACKARD ROADSTER
No. 860K. Kit contains over 140 parts, chromed accessories, 6 wire wheels, authentically detailed chassis and engine with rubber radiator hose and fan that turns. Realistic interior upholstery and luggage rack. Rubber white wall tires.

## TWO NEW CLASSIC METAL CAR KITS

# INCREASE YOUR PROFITS!

### Appeal to all Ages

Handsome, exact scale models with all the classic features of these two famous old cars faithfully reproduced. Cast in durable metal for perfect fit and easy screwdriver assembly. The completed models actually steer, rumble seats open, hoods lift off, tires are removable. Finished with standard brush or spray paints.

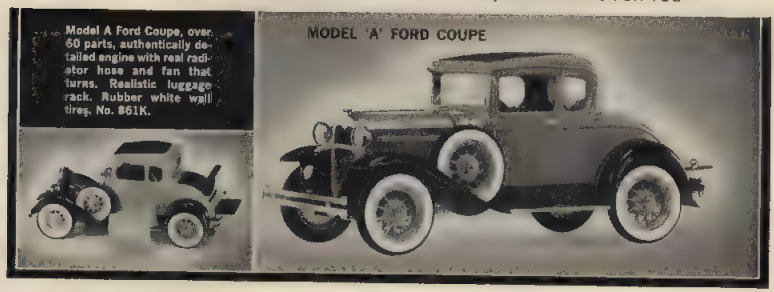
Order your stock NOW to cash in on the scheduled National Advertising* and be sure to display built-up models which you can have with each original order of 6 or more.

The Hubley Manufacturing Co., Lancaster, Pa.

## DISPLAY ALL EIGHT Hubley METAL CLASSIC KITS

Packards: Phaeton; Roadster. Model 'A' Fords. Station Wagon, Town Sedan, Roadster, Phaeton, Coupe; Pickup Truck.

* Big ads in BOYS' LIFE, MECHANIX ILLUSTRATED, SPORTS ILLUSTRATED AND ANTIQUE AUTOMOBILE are scheduled and they'll MOVE KITS FOR YOU!


Model A Ford Coupe, over 60 parts, authentically detailed engine with real radiator hose and fan that turns. Realistic luggage rack. Rubber white wall tires. No. 861K.
MODEL 'A' FORD COUPE

### PNHIAA holds first show

The first annual Pacific Northwest Mini-Trade show, held recently and sponsored by the Pacific Northwest Hobby Industry Association, was met by a sizeable turnout of dealers, jobbers and manufacturers from the entire Pacific Northwest Dealers from as far as Boise, Idaho, attended the show, and 25 manufacturers' representatives were also on hand

Displays were highlighted by a "Bontif" exhibit from Craftmaster and the electronic series showing by Revell. At the general business meeting held during the show, Dick Thompson, Monogram Models representative, and Al Posner, representing Palmer Pann, were elected to the board of directors of the PNHIAA.

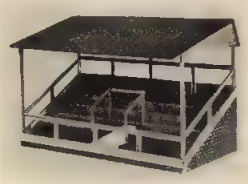
### Redles named to commerce board

Albert H. Redles has been elected to the board of directors of the northeast Philadelphia chamber of commerce for the next three years. Redles is secretary and director of sales of Bachmann Bros., Inc., Philadelphia-based producer of Plasticville hobby kits.

### Smile, you're on television

Uncandid camera (upper right) catches Banjo Billy (left) and Captain Jack, WLBW-Miami, Fla., TV personalities, presenting Bachmann Bros. Americana and Animals of the World hobby kits to three toddlers. The Philadelphia firm estimates that its hobby products appeared on more than 1,200 spot TV exposures, plus two national network shows during the '62 Christmas selling season.

### Grand stand from Strombecker



Track-side grand stand kit is a $3.95 retailer from Strombecker, a division of Dowst Manufacturing Co., Chicago. Authentically detailed down to the peaked roof, bleachers, railings, loud speakers, and brick work; 1/32 scale model has overall size of 12½" wide, 8" high and 6½" deep. Customizing decals and complete assembly instructions are included

### All eyes are on Moon Eyes

Racing with the "Moon Eyes" dragster will be Revell, Inc., which will take the famous speed machine on a nation-wide tour to publicize Revell's scale custom car parts, which can be used to build 1/25 scale models of the car. Henry Blankfort (third from left), Revell's vice president-public relations, takes possession of the dragster.


DISPENSER TOYS

Really Work--Really Sell!

Tie-in to PROVED Successes!

Trim Toys

TOY BANK DISPENSER

Hershey's Miniature Bars $1.95

Just put a penny in slot — push plunger — down drops a delicious Hershey's Miniature Bar! Impact plastic — 4-11/16" x 3⅜" x 8". (Hershey's Bars not included)

$2.98

KOOL-AID Dispenser

Includes two pkgs. Kool-Aid, 20 paper cups. Add water, ice cubes — push the plunger — and for the kids, "It's a real party!" (and you, too)

TOY SODA FOUNTAIN $4.95

Just like drugstore — press pumps, out squirts pop! Any flavor! (Holds 3 bottles, usual 6 to 9 oz. size) — Includes 3 bins for ice cream, too — flavor name cards, 6 plastic cups (10⅜" high, impact plastic).

COKE DISPENSER $2.98

6" x 9" x 10" of impact plastic — bright red and white just like the real thing. Holds regular 6½ oz. Coca-Cola bottle, pours coke when you pull down handle. Includes 4 "COKE" glasses.

TRIM MOLDED PRODUCTS CO. Burlington 1, Wisconsin

Trim Toys

1930 PACKARD ROADSTER
No. 860K. Kit contains over 140 parts, chromed accessories, 6 wire wheels, authentically detailed chassis and engine with rubber radiator hose and fan that turns. Realistic interior upholstery and luggage rack. Rubber white wall tires.

## TWO NEW CLASSIC METAL CAR KITS

# INCREASE YOUR PROFITS!

Appeal to all Ages

Handsome, exact scale models with all the classic features of these two famous old cars faithfully reproduced. Cast in durable metal for perfect fit and easy screwdriver assembly. The completed models actually steer, rumble seats open, hoods lift off, tires are removable. Finished with standard brush or spray paints.

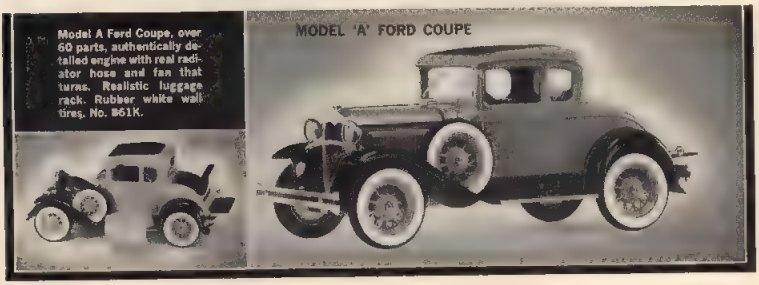
Order your stock NOW to cash in on the scheduled National Advertising* and be sure to display built-up models which you can have with each original order of 6 or more.

The Hubley Manufacturing Co., Lancaster, Pa.

## DISPLAY ALL EIGHT Hubley METAL CLASSIC KITS

Packards Phaeton, Roadster Model A' Fords Station Wagon, Town Sedan, Roadster; Phaeton, Coupe, Pickup Truck.

* Big ads in BOYS' LIFE, MECHANIX ILLUSTRATED, SPORTS ILLUSTRATED AND ANTIQUE AUTOMOBILE are scheduled and they'll MOVE KITS FOR YOU!


Model A Ford Coupe, over 60 parts, authentically detailed engine with real radiator hose and fan that turns. Realistic luggage rack. Rubber white wall tires. No. 861K.
MODEL 'A' FORD COUPE

### PNHIAA holds first show

The first annual Pacific Northwest Mini-Trade show, held recently and sponsored by the Pacific Northwest Hobby Industry Association, was met by a sizeable turnout of dealers, jobbers and manufacturers from the entire Pacific Northwest. Dealers from as far as Boise, Idaho, attended the show, and 25 manufacturers' representatives were also on hand.

Displays were highlighted by a "Boutiq" exhibit from Craftmaster and the electronic series showing by Revell At the general business meeting held during the show, Dick Thompson, Monogram Models representative, and Al Posner, representing Palmer Pann, were elected to the board of directors of the PNHIAA.

### Redles named to commerce board

Albert H Redles has been elected to the board of directors of the northeast Philadelphia chamber of commerce for the next three years. Redles is secretary and director of sales of Bachmann Bros., Inc., Philadelphia-based producer of Plasticville hobby kits


DISPENSER TOYS

Really Work--Really Sell!

Tie-in to PROVED Successes!

TOY BANK DISPENSER

Hershey's Miniature Bars $1.95

Just put a penny in slot — push plunger — down drops a delicious Hershey's Miniature Bar! Impact plastic — 4-11/16" x 3⅜" x 8". (Hershey's Bars not included.)

$2.98

KOOL-AID Dispenser

Includes two pkgs. Kool-Aid, 20 paper cups. Add water, ice cubes — push the plunger — and for the kids, "It's a real party!" (and you, too)

Soda-Pop FOUNTAIN

TOY SODA FOUNTAIN $4.95

Just like drugstore — brass pumps, out squirts pop! Any flavor! (Holds 3 bottles, usual 6 to 9 oz. size) — Includes 3 bins for ice cream, too — flavor name cards, 6 plastic cups (10¾" high, impact plastic).

COKE DISPENSER $2.98

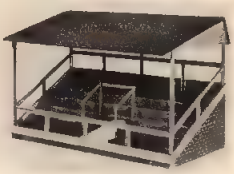
6" x 9" x 10" of impact plastic — bright red and white just like the real thing. Holds regular 6½ oz. Coca-Cola bottle, pours coke when you pull down handle. Includes 4 "COKE" glasses.

TRIM MOLDED PRODUCTS CO.
Burlington 1, Wisconsin


### Smile, you're on television

Uncandid camera (upper right) catches Banjo Billy (left) and Captain Jack, WLBW-Miami, Fla., TV personalities, presenting Bachmann Bros. Americana and Animals of the World hobby kits to three toddlers. The Philadelphia firm estimates that its hobby products appeared on more than 1,200 spot TV exposures, plus two national network shows during the '62 Christmas selling season.

### Grand stand from Strombecker



Track-side grand stand kit is a $3.95 retailer from Strombecker, a division of Dowst Manufacturing Co., Chicago. Authentically detailed down to the peaked roof, bleachers, railings, loud speakers, and brick work; 1/32 scale model has overall size of 12½" wide, 8" high and 6½" deep. Customizing decals and complete assembly instructions are included

### All eyes are on Moon Eyes

Racing with the "Moon Eyes" dragster will be Revell, Inc., which will take the famous speed machine on a nation-wide tour to publicize Revell's scale custom car parts, which can be used to build 1/25 scale models of the car. Henry Blankfort (third from left), Revell's vice president-public relations, takes possession of the dragster.

## HUBLEY'S RAZZ-MA-TAZZ® PIANO

Slip in the plastic roll . Then tap the keyboard to hear a roll-ciking tune

**$8.97**

Each sturdy plastic roll contains six familiar children's tunes like Jingle Bells, Old MacDonald, Jack and Jill . two rolls 12 tunes in all. Red piano is molded plastic with see-through window for watching action. 10¾ in. high.

49 N 564—Shipping weight 3 pounds 12 ounces. . $8.97

### Mattel's Getars for tots

Colorful, sturdy, small fry favorites. Turn the crank . play a tune. Plastic with nylon strings.

1 **Bugs Bunny.** His eyes move, his tongue wags. Hear Bugs' favorite tune 14 inches long.
49 N 588—Shipping weight 10 ounces . . . . . $1.49

2 **Cooper.** Hear "Pop Goes the Weasel." Can also be strummed. Pick included. 14 in. long.
49 N 594—Shipping weight 10 ounces . . . . . $1.49

3 **Cecil.** His eyes move, his tongue wags. Hear "Beany-Cecil" tune. Pick included. 14 in. long.
49 N 557—Shipping weight 10 ounces . . . . . $1.49

### Push-button Uke

**$2.97**

Just push a button to "finger" right chord. Professional-size. Friction-type tuning pegs, felt pick. 21-inch plastic; 4 nylon strings. Song book.
79 N 557C—Wt. 3 lbs. $2.97

**$6.96**

### Hasbro Hurdy-Gurdy

Insert pegs into roll to pre-set for any song . . patterns included. Roller makes hammers tap out notes. 17 in. long. Plastic
79 N 523C—Shpg. wt. 5 lbs. $6.96

**$3.97**

### Kenner Banjo-Matic

20 plastic tune players. Insert one, turn handle, tune plays. Nylon string always in tune. Extra string 17 in.
49 N 555—Wt. 2 lbs. 4 oz. $3.97

**$3.39**

### Kenner Play-A-Tune

With 20 plastic tune players. Insert one, turn, blow. Tune plays. Plastic, vinyl mouth piece. About 7 in. wide.
49 N 554—Wt. 1 lb. 13 oz. $3.39

### Miniature Pianos

**4 Spinet replica.** Tone bar gives a range of two full octaves. Lustrous walnut-finished hardwood; 25 black and white keys. Easy color chart for matching keys to notes in music book is included. 15x10x9 inches high.
49 N 640—Shipping wt. 7 lbs. 4 oz. $3.97

**5 Table Model "Baby Grand."** With 24 large size black and white plastic keys. Chromatically tuned with easy action. Formite, wood grain finish. Three hardwood legs. 15x14x7 inches high.
49 N 630—Shipping wt. 9 lbs. $4.97

**6 17-Key "Baby Grand."** Over one octave range. Sturdy plywood has blue lacquer finish. 11x9x5 inches high. Color chart for matching keys.
49 N 556—Shpg. wt. 2 lbs. 8 oz. $2.97

**$3.27**

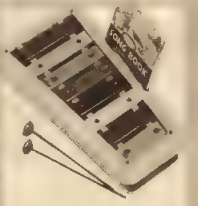
### Magic Music Box

It's so easy. Simply slide a song sheet into keyboard, and following the arrows, touch tone bar above dot shown on sheet. 12 sprightly tunes. Wood mallet included for play as xylophone. Plastic; metal. 19 in. long.
49 N 607—Wt. 2 lbs. 8 oz. $3.27

**$2.57**

### Musical Chairs

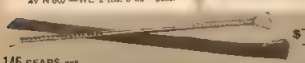
Has a complete, authentic musical scale for beginner musicians. Chairs are colorful plastic, metal bar seats for musical tones. Color coded for easy playing. Playing mallets included
49 N 548—Wt. 2 lbs. 5 oz. $2.57




**$2.44**

### Stereo Xylophone

Gives clear true tone with stereo sound chamber. Easy-to-follow book of tunes will have your child playing like an expert in no time. With hammers. Plastic, metal bars. Attractive design; 14 in. long.
49 N 510—Wt. 1 lb. 12 oz. $2.44



**$1.74**

**True Balance Baton.** Regulation size, steel shaft, chrome plating. Carrying bag; booklet.
79 N 543C—Shipping weight 2 pounds. . . . $1.74

# BEAUTIFUL BLANKETS
## ...for every sleeper, every season

1 **"Mayfair" by Pepperell** . . . one of the prettiest pastel plaid blankets you'll ever see. And it has more than good looks in its favor! Blended of 94% rayon and 6% nylon, it retains its deep nap and warmth through repeat launderings. Resists shedding, pilling, matting—and the lovely colors will not fade. Mothproof and non-allergenic too. Has 6" nylon binding. 72x90" size fits almost all beds.
**73-6033 B725** Blue. Shipping weight 3 lbs. . . . . **$9.95**
**73-6041 B725** Red. Shipping weight 3 lbs. . . . . **9.95**

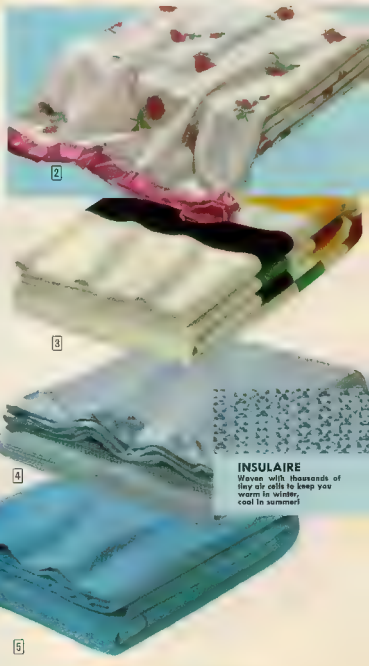
2 **Pepperell "Bridal Rose"** . . . a soft, spring-and-summer weight blanket in a pink rose print that's so pretty, you'll use it as an extra winter coverlet too. A machine-washable blend of rayon and Acrilan acrylic fibers, it dries quickly, stays fluffy and bright as new. 3" acetate satin binding. For a complete ensemble of matching Bridal Rose bed linens, please turn to page 359. Shipping weight 1 lb. 12 oz.
**73-6736 B425** "Bridal Rose" Blanket, 72x90" . . **$5.95**

3 **Hudson's Bay 4-Point Blanket** . . . renowned for supreme beauty, outstanding warmth and durability. This truly luxurious 100% virgin wool blanket is hand-woven in England. It is washable and shrink-resistant . . . with forever-fast colors, forever deep nap. The edges need no binding because they cannot fray. Each fabulous cover bears the official seal of quality found only on genuine Hudson's Bay 4-Point blankets. White with multi-colored stripes. Shipping weight 6 lbs.
**73-6298 B2660** Hudson's Bay Blanket, 72x90" size . . . . . **$34.95**

4 **Insulaire® Blanket by Morgan-Jones.** Comfort without weight, in winter and summer! Something new in bed coverings . . . Insulaire is a most unusual blanket, woven of plied cotton yarns in cellular construction to produce thermal action without weight. There are thousands of minute cells acting like magic to insulate you against the cold of winter and the heat of summer. Insulaire keeps you blissfully comfortable—any season! Machine washable, preshrunk, colorfast, lint-free, needs no ironing. Extra-wide 6½" nylon binding. 72x90" size. Weight 4½ lbs.
**73-6173 B695** Blue. Shipping weight 4 lbs. 8 oz. . . . . **$9.95**
**73-6199 B695** Pink. Shipping weight 4 lbs. 8 oz. . . . . **9.95**
**73-6207 B695** White. Shipping weight 4 lbs. 8 oz. . . . . **9.95**

5 **"Rhapsody" by Pepperell** . . . wonder blanket of 100% acrylic fibers Goes safely into your automatic washer, emerges soft, deep-napped and beautiful as new. Lightweight, comfortable the year 'round! Exclusive Marvelok weave, Nap-Guard and super loft make Rhapsody an inexpensive luxury. Has wide 6½" nylon binding. Size: 72x90".
**73-6058 B695** Blue. Shipping weight 3 lbs. . . . . **$9.95**
**73-6066 B695** Pink. Shipping weight 3 lbs. . . . . **9.95**

6 **Pepperell "Savoy"** . . . biggest blanket news in years! Exclusive Nap-Guard feature prevents shedding, pilling and matting—and Marvelok weave produces a blanket of greater warmth, lovelier color, longer wear. A machine washable blend of 90% rayon, 10% Orlon acrylic fibers. 6" wide binding of lustrous acetate. Size: 72x90".
**73-6330 B485** Blue. Shipping weight 3 lbs. . . . . **$6.98**
**73-6348 B485** Pink. Shipping weight 3 lbs. . . . . **6.98**
**73-6355 B485** Lilac. Shipping weight 3 lbs. . . . . **6.98**




The prices shown in this catalog may or may not be the prevailing retail prices in your community, but are merely value guides for comparable merchandise in leading stores throughout the nation.

# This is one of TV's top-rated shows...

# That's why there are 23,000,000 pre-sold customers for this Ideal game.*

**POPEYE AND HIS PALS/RETAIL $2.00**
**OVER 8 MILLION VIEWERS EACH WEEK**

Popeye and his famous pals are bigger than ever on TV now! Make sure you have enough of these lively race games for everyone!

**SEVEN KEYS/RETAIL $4.00**
**OVER 6 MILLION VIEWERS EACH WEEK**

This new ABC TV show caught on like wild fire. And Ideal's version is doing the same! They feature this game on the show every day

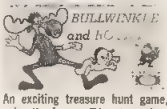
**STUMP THE STARS/RETAIL $3.00**
**OVER 7½ MILLION VIEWERS EACH WEEK**

This exciting charade game comes complete with stumpers, hand signals and 1-minute electric timer . . . just like the popular TV show!

**THE NURSES/RETAIL $2.00**
**OVER 13½ MILLION VIEWERS EACH WEEK**

This CBS TV network hit appeals to girls everywhere . . . especially as a thrilling new board game by Ideal! It's good medicine for sales.

**BULLWINKLE/RETAIL $2.00**
**OVER 8 MILLION VIEWERS EACH WEEK**




An exciting treasure hunt game, using the famous TV cartoon characters. It's never the same twice, full of clever traps and obstacles.

*RETAIL $2.00 / SOMEWHERE OVER MEXICO

IDEAL DEAL TOY CORPORATION, 200 FIFTH AVENUE, NEW YORK 10, N.Y.

*For thrills and chills . .*

## Go on a treasure hunt in Ideal's exciting new Haunted House Game

**$6.99**

Surprises and spooks in 3-D. Every move depends on the Owl Spinner. You never know when iridescent doors will pop open with a spook to give you directions. Your job is to get the treasure first. Then, get out with it safe and sound. Take as many as three with you and the fun begins. The tough styrene plastic house is 18 inches long and 14 inches high . . three inches deep for 3-dimensional realism. Fun for one . . fun for the whole family.

79 N 1531—Shipping weight 4 lbs. . . . $6.99

### Mattel's Talk to Cecil $4.49

Cecil is a hand puppet that really talks—via a built-in sound unit (no batteries required). He directs the game himself with 11 different clues. The game is played on a colorful cardboard puzzle-track and is sure to delight any child from 6 to 12. Includes: puppet, die, 17-piece track, playing cards, card rack and 4 beany markers. For 4 players.

49 N 136—Shipping weight 2 lbs. . . . . $4.49

### Bridg-It $1.69

A fast moving game for two that's easy as Tic-Tac-Toe with the fun and skill of chess and checkers. Your aim: build a bridge across the board while opponent tries to block your moves. Ages 6 to adult. 2 can play.

49 N 373—Shipping wt. 1 lb. . $1.69

### NBC-TV News with Chet Huntley $2.59

A new game to test your knowledge of current events or world capitals. Toss the dice and land on a question card. It's yours for the right answer. Use it to challenge your opponents if they land. Their wrong answer gives you another card. Ten and you win. Good family fun. 19x19 in. cardboard. Board, markers, buttons, dice, 2 sets of cards.

49 N 226—Shipping weight 2 lbs. 4 oz. . . . . $2.59

### Giant Block of 30 Games $4.39

Youngsters can take their choice of games . . play them right on the block itself. A turn is all it takes for 6 game board sides. And, the rugged corrugated fiberboard box is its own storeroom. Packed inside: checkers, playing pieces, dice, spinners, chips, and instructions for play. 16⅝ inches on all sides.

79 N 385C—Shipping weight 7 lbs. . . . . $4.39

### 60 Games in a chest $5.99

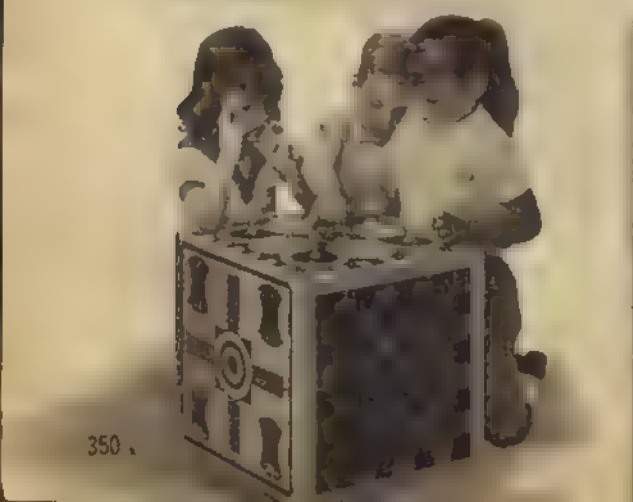
A de luxe game chest 17x11x6⅜ in. high. Enough here to keep them busy for hours on end. Card games, playing boards, party games (even pin-the-tail-on-the-donkey), Tiddly Winks, games of skill, games of chance—plus all the checkers, spinners, marbles, dice, movers and markers they need.

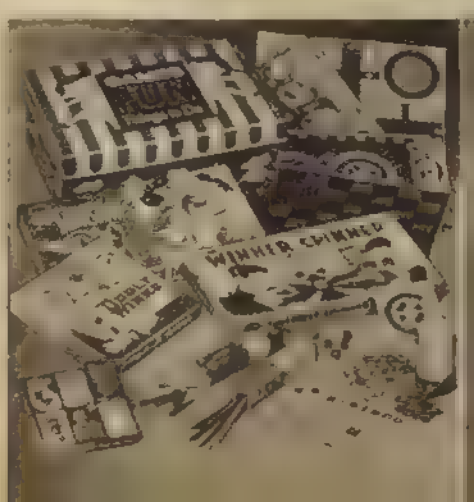
49 N 154—Shipping weight 5 lbs. 8 oz. . . $5.99

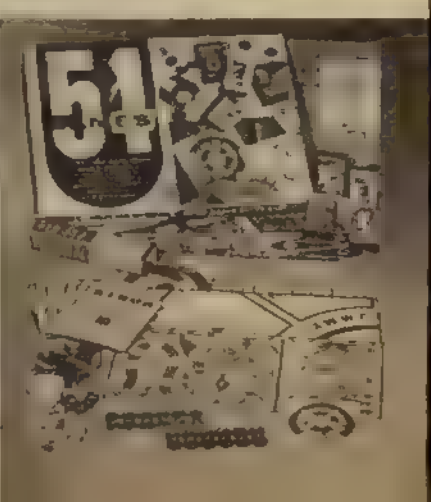
### 54 Games $2.89

Here's the answer for rainy days . . a baby sitter's dream. In one box are all the pieces to play Old Maid, Pick-up-Sticks, Bingo, and many more exciting games. Set incl.: folding playing boards, boxed cards, instruct., equipment to keep things moving.

49 N 363—Shipping wt. 3 lbs. 8 oz. . $2.89





## Dr. Kildare . . first doctor to diagnose case wins game

$1.69

Move your "patient" through 13 examining wards at Blair Hospital. Diagnosis card tells wards to visit and path to take. First player to complete trip and decode illness from analyzer wheel wins. Luck with spinner decides best doctor. Board, movers, spinner, analyzer, diagnosis and doctor cards included. 2-4 players, for ages 7-14.

49 N 179—Shipping weight 2 pounds.....$1.69

## Dick Tracy $2.69

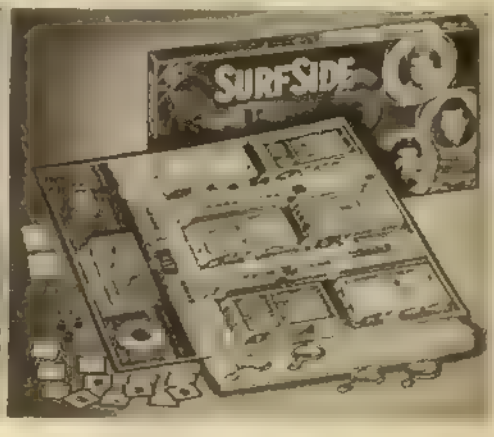
As one of Tracy's deputies, you must recover stolen goods and capture the crook. Loot hidden in 28 different places—find it before villain does. When villain is caught—or skips the country—game ends. Playing board, characters, spinner, loot card. 2-5 players, ages 7-15

49 N 129—Shipping weight 2 lbs. 4 oz.... .$2.69

## Mattel's Lie Detector Game $3.99

Calls for razor-sharp powers of deduction. Examine conflicting testimony of suspects with lie detector. Discover whether answers are true or false. Gain promotion by exposing the real criminal. Get to be chief-of-police and you win. Mechanical lie detector, suspect and guilty cards, subpoenas, warrants, scoreboard. 2-4 players

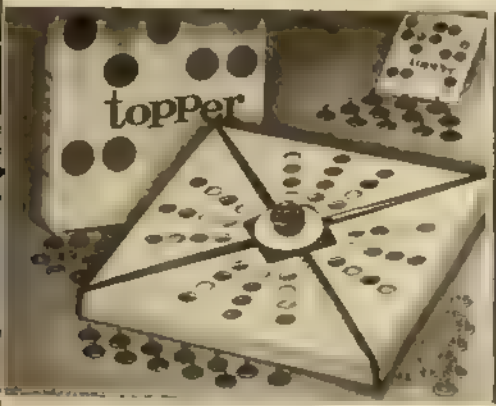
49 N 193—Shipping weight 2 lbs. 3 oz.. $3.99




## Surfside 6 $2.59

A murderer is on the loose! Locate the scene of the crime . . study clues under a magnifying glass . . accuse another player of the crime and prove you are correct. Takes great powers of observation to win. Game board, pawns, pencils, clue cards, die, 4 magnifying glasses. 2-4 players.

49 N 127—Shpg. wt. 2 lbs. 10 oz..... $2.59




## Topper $6.15

Each section of the playing surface has 12 holes. With each spin of color wheel underneath, the holes change colors. All players place topper pieces in their section after each turn of the spinner. First to peg all 12 wins. Plastic case with color wheel, 48 topper pegs, 4 players, all ages.

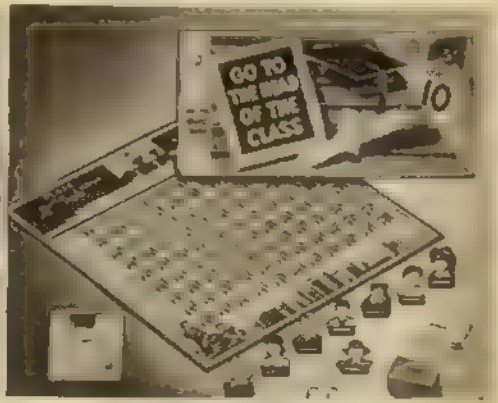
49 N 190—Shipping wt. 2 lbs. 8 oz.....$6.15

## Play It Cool $7.89

Leap-frog 2 penguins up the mountain, using 1 hand only. When light's green, everybody scrambles. When light's red, everyone stops. Buzzer signals every light change. (2 flashlight batteries make it all automatic, order below.) 8 plastic penguins included. 2-4 players.

49 N 192—Shipping weight 3 pounds..... .$7.89

49 N 4660—"D" batteries. Wt. 4 oz. Each 16¢; 4 for 60c

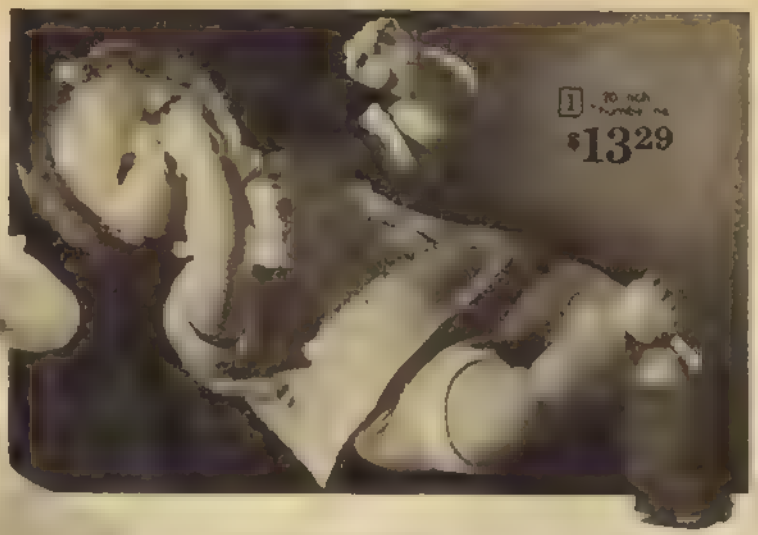



## Go to the Head of the Class $2.69

Answer questions correctly and move from desk to desk, grade to grade. First player graduated to college wins the game. Knowledge of all subjects counts most, luck helps. Includes game board, 792 questions and answers, dice, 6 moving pieces. 2 to 8 players, for ages 8 to 80.

49 N 388—Shipping weight 2 pounds..... $2.69

[3] 20-inch $9.97



[1] 20-inch $13.29

Kissy Doll [2] $11.44

## 20-inch Thumbelina

[1] Here's an armful of cuddly softness. Wind disc in back and she begins to wriggle and cry as she stretches. Easy to spoil—just pick her up, she wriggles and stops crying. A joy to hold . she's light as a feather. Dressed in knit cotton outfit. Vinyl head, rooted Saran hair; painted features; floppy vinyl arms, legs; cotton cloth body, plastic foam filled. Poses naturally like live baby.

49 N 3245—Shpg. wt. 4 lbs. 4 oz.....$13.29

## Famous T.V. Kissy Doll

[2] Just press her hands together, she'll pucker up and actually kiss you with a resounding smack. 22 inches high with lovely rooted Saran hair, go-to-sleep eyes, jointed plastic body, moving vinyl head and arms. Wears cotton dress with matching panties, shoes. Shipping wt. 5 lbs.

79 N 3291C..... $11.44

BABY COOS by IDEAL

*. . bounce her on your knee and she coos gleefully*

[3] Winsome moods to please her mom. Flexible arms and legs allow her to be placed in many poses. Comes in nylon dress with cotton bloomers, knit booties. Vinyl arms, legs, head. Her rooted Saran hair is wispy baby style and is tied with pretty ribbon bows. Cotton body filled with plastic foam. Go-to-sleep eyes.

49 N 3631—20-inch doll. Wt. 3 lbs. 6 oz..... $9.97

79 N 3667C—24-inch doll. Wt. 4 lbs. ..... 12.98

$2.38 doll alone

[4] **TAMMY.** 12-inch doll has painted features of a teen age Miss. Rooted Saran hair. Jointed arms, legs, plastic body. With basic outfit, stand.

49 N 3761—Shipping weight 12 oz. $2.38

**Tammy's Clothes.** Carefully sewn, finely detailed. Made in Japan.

[A] **Sleepytime Outfit.** Cotton pajama tops, pantaloon bottoms, slippers. Set her hair with comb and curlers included. Outfit only.

49 N 3764—Shipping weight 6 ounces $1.88

[B] **Tennis Outfit.** Cotton overblouse with belt and Jamaicas; tennis socks and shoes, sun glasses. Racquet actually has tiny press. Outfit only.

49 N 3765—Shipping weight 6 ounces $2.19

[C] **Beau and Arrow Outfit.** Includes plastic bow, 3 arrows, target. Red and white cotton shirt attached hood, dungarees, sneakers. Outfit only.

49 N 3766—Shipping weight 6 ounces $2.19

[D] **Cutie Co-ed Outfit.** Includes cotton corduroy jumper, turtle-neck sweater, knit leotards and vinyl shoulder bag. Shoes to match. Tiny dummy radio with case (gold color heart on chain. Outfit only.

49 N 3767—Shipping weight 6 ounces . . $2.59

## Tiny 14-inch Thumbelina . . so cuddly and soft $6.77

[5] Wind her up and she wriggles like a real baby. Vinyl head with painted features, arms and legs. Cotton cloth body, filled with plastic foam, rooted Saran hair. Wears organdy dress, cotton slip, diaper, booties.

49 N 3211—Shpg. wt. 1 lb. 8 oz..... $6.77

[E] **Cotton Creeper;** rattle, clothes pins, knit booties. Gift boxed.

49 N 3242—Shipping weight 10 oz..... $2.39

[F] **Cotton Pram suit;** booties, 2 plastic hangers. Gift boxed.

49 N 3244—Shipping weight 10 oz. . . $3.59

# I'm the new Tiny Tears..

New exquisite face . . baby-fine rooted Saran hair to comb. Sleepy eyes close. She waves bye-bye..cries tears..blows bubbles . . drinks, wets, loves baths

$6.44

### 16-inch Doll with Accessories

Tiny Tears is an armful of chubby lovableness. Her life-like body is molded of soft vinyl plastic that feels like velvety skin. Jointed arms and legs. Her adorable baby face has big shiny eyes with long eyelashes that close for sleep. Baby-fine, rooted Saran hair. She's dressed in 2-pc. cotton pajamas with "bunny hood" terry-cloth robe. Has booties, bubble pipe, pacifier, rattle and nursing bottle. Shpg. wt. 2 lbs. 12 oz.

49 N 3180..... $6.44

$10.88

### 20-inch Doll in Car Seat

Big doll with all-new features of Tiny Tears. Raise her right arm above shoulder, squeeze her tummy gently and she waves "bye-bye." With her shaped plastic car seat she's ready to travel with her little mother. She comes dressed for traveling, too, in her cotton knit pants, sweater and cap. Tiny tears also brings along her diaper, booties, bubble pipe, nursing bottle, plus pacifier and rattle.

79 N 3246C Shpg. wt. 4 lbs. $10.88

$15.98

### Tiny Tears with Playpen $10.99

1 16-inch doll has the same new features as Tiny Tears sold above. In her 18-inch plastic playpen, she's always where a little mother can keep an eye on her. Pen is collapsible . . . easy to set up and comes with embossed plastic pad. She's dressed in delightful 2-pc. cotton shortie pajamas. Brings with her an extra dress of 2-tone woven gingham; diaper, booties, bubble pipe, nursing bottle, pacifier and rattle. Shpg. wt. 5 lbs.

49 N 3226 ..... $10.99

### Tiny Tears with Bath $13.44

2 16-inch doll has all the same, fine features as those describing Tiny Tears above. Destined to be the cleanest doll on the block, thus Tiny Tears will give her new mommy many hours of bathing fun. New, molded polyethylene tub is easy to handle and take care of . . . can't leak or peel . . . is 26 x 14 x 5 inches deep and sits securely on a brass-finished metal stand. It has a detachable dressing table sling where young mommy can play with her baby, dry and dress her. She comes in 2-piece cotton pajamas with "bunny-hood" terrycloth robe. Also has booties, bubble pipe, pacifier, rattle and nursing bottle. Tiny Tears makes a delightful gift to keep a youngster busy for hours.

79 N 3233C—Shipping weight 7 pounds...$13.44

# I'm Toodles..

My peek-a-boo eyes watch you from any angle

Watch those peek-a-boo eyes . . . they never stray . . . always keep looking for that very young and pleased mommy. Our "little girl" doll has jointed arms and legs; turning head; toddling feet. Goes "walking" with play mommy's hand in hers . . . sits and stands. Smooth life-like vinyl with rooted Saran hair to brush and set. Dressed in 2-pc. cotton Capri pajamas, trimmed in lace; rayon satin slippers. Extras in toodles' wardrobe: pretty pique dress with trimmed collar, bow; matching panties. Socks and shoes.

79 N 3336C—25-inch Toodles, Wardrobe. Shpg. wt. 5 lbs. *Was $15.45*.....$13.98

79 N 3357L—30-inch Toodles and Wardrobe. Shpg. wt. 7 lbs. *Was $19.97* ..... 15.98

**DON'T BE SHY... SHOW OFF A LITTLE.** You've got what they want. Tammy and the Tammy line! Show it off! Three TV commercials are spotlighting Tammy's house, car, bed, carrying cases, family and wardrobe. Customers will look for them. Make them easy to find and you'll have a sell-out on your hands!

**TAMMY GETS CARRIED AWAY.** Wherever the girls go, Tammy goes, too. Tammy carrying cases are star sellers in the line.

**FOR THE GIRL WHO HAS EVERYTHING...** including lots of Tammy outfits. For her and for all little girls, this Christmas, there are Tammy-licensed items from other manufacturers. Here's a list:

**ME TOO!** Little girls dress like Tammy with matching Tammy aprons for girl and doll from Sid Gottheimer, Inc.; identical Tammy pajamas and little girl pajamas and nightgowns from Guild Lingerie, Inc.; girl and doll handbags, hair sets, fashion bag accessories and plastic hair bands, from Me-Too Sales Corporation.

**TAMMY FOR A RAINY DAY.** When they can't go out they can play Tammy games. Western Printing & Lithograph Company puts out story, picture, punchout and cutout books, (including paper dolls). Novelty, toy and activity books. Scrapbooks, magazines, comics, coloring books and self-erasing boards. Western Printing is Golden Press, Whitman Publishing.

**PLAYING WITH TAMMY.** Newark Comfort Co., Inc. has Tammy doll bedding and doll hair dryer. Hassenfeld Bros., Inc. makes Tammy Nurse Kits. Plaid canvas shoulder bags and metal train cases from Air Flite Corp. Division of Nashua Paper Box Corp.

**IS THERE NO END?** There'll always be Tammy customers. And more Tammy items from Ideal. Exciting, isn't it! See you next month. *Stay well! Sell well!*

**Ideal Toy Corporation, 200 Fifth Ave., New York, N. Y.**


# Playthings

*the national magazine of the toy trade*

**Vol. 61**
**No. 11**

Single copy, 50c, except annual Directory Issue and annual Toy Fair Issue, $1 each. Subscription rates: Domestic, one year, $3; two years, $5; three years, $6. North, Central and South America, $3 a year. Other countries, $10 a year. Copyright 1963 by McCready Publishing Co.

*Change of address: Four weeks' notice is required. Give old as well as new address.*


## CONTENTS — NOVEMBER, 1963


| | |
|---|---|
| 11th Hour Report | 6 |
| Editorial—What the Public Thinks of Us | 40 |
| How to Make Merchandising Music with Records | 43 |
| Food Chain's Satellite Toy Stores | 44 |
| Books Move Fast at Little Folks | 46 |
| Four-Store Slot-Racing Contest | 47 |
| New York Toy Market | 48 |
| A Season-End Review of Backyard Toy Sales | 51 |
| Chicago Toy Market | 52 |
| West Coast Toy Market | 54 |
| TV Topics | 56 |
| What's Behind Retail Trends? | 61 |
| From the Files of PLAYTHINGS | 63 |
| On the Selling Side—a Profile | 66 |
| On the Buying Side—a Profile | 67 |
| Suggested Holiday Ad Layouts | 68 |
| Across the Counter | 70 |
| Toy News and New Toys | 72 |
| Sample Cases | 76 |
| Cartoon-Format Package Inserts | 112 |
| Right or Wrong in Labor Relations | 115 |
| Classified Ad Department | 121 |



TED ERICKSON — Editor
H. B. WOODWARD — Advtg. Manager
ANTHONY J. GIAMANCO... Advtg. Rep.
ANDREW J. FERRETTI — Prod. Mgr.
JACK RAYMAN — Circulation Mgr.
SOL DICKSTEIN — Promotion Consultant

Field Editors: Alida Bothwell, Los Angeles; Ted Rakstis, Chicago; Pat Clepper, Minneapolis; Pauline Neff, Dallas; and Rick Krepela, Atlanta.

**ADVERTISING OFFICES**

New York 10, N. Y.: 71 W. 23rd St.—ORegon 5-2140

Chicago 7: 53 West Jackson Boulevard Suite 530—Phone Harrison 7-0960

Pasadena Cal.: Murray Bothwell, Security Building, 234 E. Colorado Blvd.—Phone MUrray 1-8155

St. Louis: Joe Schulte, Jr., 3618 Bowen St.—Phone Flanders 1-3275.

PUBLISHED BY McCREADY PUBLISHING CO.
71 West 23rd Street, New York 10, N. Y. — ORegon 5-2140

W. VOORHEES, President — BEN W. McCREADY, Vice-President — E. J. MORDAUNT, Treasurer — H. B. WOODWARD, Secretary

*Push release button and*

# Bombs Away

*Direct hit explodes tank*

**Take part in an exciting, anti-tank bombing mission with long 2-foot steel Bomber, 2 Bombs—and Tank** **$3.89**

Swoop in low with this sleek, twin-jet bomber . . there's the tank ahead. At the right moment, push button on top of plane and bomb bay doors open. Watch as bomb streaks downward—right on target. *Boom!* . . turret, gun and housing fly apart as tank "blows up." There's an extra bomb if you miss.

Sweep into turn and head back to your base. Land plane . . it runs along ground with friction-powered motor. Gleaming black with red and yellow markings. Weighted plastic bombs. 4-pc. plastic tank rolls freely, 8 in. long. Made in Japan.
79 N 4230C—Shipping weight 3 lbs. . . .Set $3.89

## They really fly . . all by remote control

1 **$2.89** without batteries

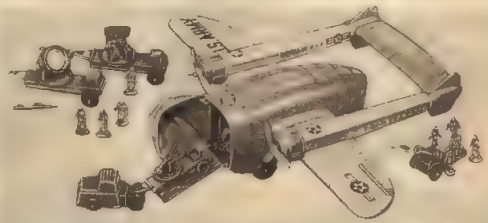
2 **$2.59** without batteries

3 **$2.98** Hand-launch model

**1 Supercar.** You can make it take off, loop, dive, do figure eights . . all by pressing a switch. Uses custom power bridge 3 D batteries 49 N 4660 (facing page). Red and yellow plastic. 12 inches long.
49 N 5789 . . . Shipping weight 1 lb. . . . $2.89

**2 Flash Plane.** Red fuselage of high-impact plastic, 10 inches long. Yellow and red plastic wings. Has extra propeller. Order 2 "D" batteries 49 N 4660, facing page.
49 N 58..7 . . Shipping weight 13 oz. . . . $2.59

**3 Helicopter . .** fuselage of sturdy steel. Six propellers of vinyl plastic. Blue and white with scooped nose. Flies, maneuvers by turning hand crank on the remote control box. From West Germany.
49 N 5818 . . Shipping weight 15 oz. . . . $2.98




## Globemaster Plane Set by IDEAL $3.99

Big 22-inch plastic plane taxis along ground on free-rolling wheels. Swing-open loading door . . and a parade of power comes down its movable ramp. A jeep. A rocket launcher that fires 2 rubber tipped rockets. Mobile cannon that fires 6 plastic shells. Truck with searchlight. Swiveling radar scanner. Even 10 plastic soldiers. Wing span 17¾ inches.
79 N 5702L . . Shipping weight 4 pounds . . . $3.99

4 **$4.99**

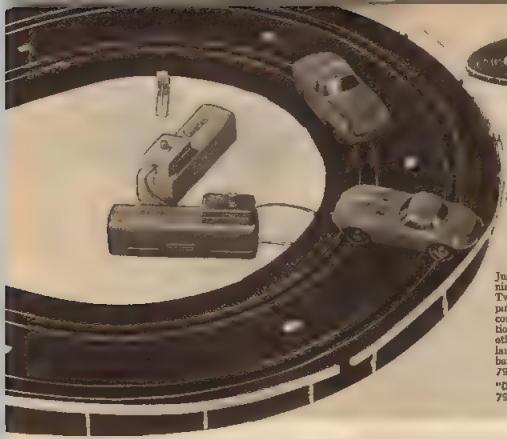
5 **$6.89** without batteries

6 **$2.92** without batteries

**4 Big steel Cargo Plane, over 2 feet long, hauls four 4-in. cars.** Gas truck included. Load or unload from front or rear ramps, both retractable. Hinged tail section. Also has rolling passenger stairway. Red, white, blue and silver markings. From Japan. Shpg. wt. 3 lbs.
79 N 4217C. . . . . ..$4.99

**5 Hustler Jet.** Stop-and-go action, flashing lights in engines . . canopy opens, closes on its 3 passengers. Front wheels adjust so plane can run in circle or straight line. Metal. Order 3 "D" batteries 79 N 4660 on facing page. 20 in. long. From Japan. Wt. 2 lbs.
79 N 4224C . . . . . .$6.89

**6 Jet Fighter** leaves smoke trail . . whines like real jet. Nose light goes on and off. Nose wheels adjust for direction. Decorated steel. About 11⅜ in. long. Order 2 "D" batteries 49 N 4660 on facing page. Japan. Wt. 1 lb. 8 oz.
49 N 4257 . . . . . $2.92



## Control the speed of battery-powered Mercedes and Jaguar as they race on 10½-ft. track

**$7.99** without batteries

Just look at them go. Whizzing down the straightaway . . . spinning as they whip around the turns. Lots of action, lots of speed! Two 4½ in. racers . . one Mercedes, one Jaguar. Each has a guide pin for realistic spinning. You press the button on the battery control to speed them up or slow them down. Fourteen track sections make a 2x4 ft., figure-8 layout. Snap sections together in other layouts of your own design. 10½ ft. lap. Two sections of lane cross-over track. Made of high-impact plastic. Takes 4 "D" batteries, not included. Order below. Made in Hong Kong.

79 N 4238C—Shipping weight 4 pounds. . . Set $7.99

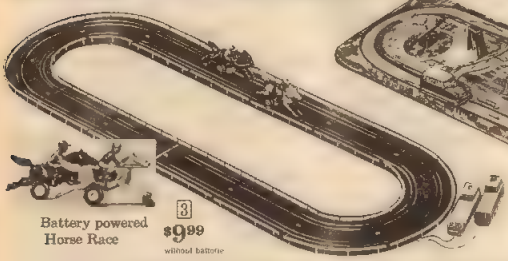
"D" Battery. Shipping weight each 4 ounces.
79 N 4660 . . . Each 16c, 4 for 60c

Dual-track Wind-up Auto Race nearly 5 feet long

1 **$4.77**

2 **$2.89**

5 **$8.89**



Battery powered Horse Race

3 **$9.99** without batteries

4 **$3.89**

1 **Wind-up Cars** zip down straightaway, fighting for lead . . roar over and under bridge, around 56x25 in. figure-8 track. Two 4-in. steel racers. Clock-spring motors, stop levers. Molded plastic sections snap together. Posts, figures included.
49 N 5782—Shipping weight 2 pounds 8 ounces . . . $4.77

2 **Wind-up Train** travels 20 times around base on one winding. Grooved track goes through tunnel, over colorful scenery. Train energizes crossing semaphore moves up, down. Plastic locomotive. Spring wind motor with attached key. Metal tender car. Base 22x13 in. with Train 11 in. long.
79 N 5736C—Shipping weight 3 pounds . . . $2.89

3 **Exciting Horse Race Game for Two.** Horses race neck and neck around oval track. Jockeys bounce up and down in the saddles. Battery or remote control unit regulates speed. 16 track sections, 2 ft. lap. High impact plastic. Takes 4 "D" batteries—*order from listing at top of page.* Made in Hong Kong.
79 N 4241C—Shipping weight 4 pounds . . . $9.99

4 **Wind-up Cars Tour Scenic Lake Resort.** Figures and play accessories start moving when the cars pass. Decorated metal. 29 in. long, 9 in. wide. 2 wind-up cars. Made in West Germany.
79 N 4249C—Shipping weight 4 pound . . . $3.89

5 **Triple-lane Straightaway Race Set.** Position wind-up racers at the starting line and V-O-O-M . . away they go. 10 plastic track sections snap together to make a 3-lane straightaway 11½ ft. long. Two 4 in. racers each with clockwork motor and sensitive steering mechanism. 5 cars can be raced at one time. Decals, street number for mark-up starting and finishing lines. Colorful carrying case. Made in West Germany.
49 N 5832—Shipping weight 3 pounds . . . $8.89

**Extra track.** 5 straight sections. Each 14 inches long.
49 N 5833—Shipping weight 1 pound . . . 1.98

**Extra Cars.** 4 in. diecast cars. Clock-spring motors. Shipping weight each 8 oz.
49 N 5834—Mercedes . . . $1.99 49 N 5843—Ferrari . . . $1.99

# enjoy exciting-action Authentic Scale Models

*They're super-size—and actually fire missiles! Have the Atomic Tank and "Big-Jo" Cannon on your side in "battle"!*

**A GIANT ATOMIC TANK.** Looks like the real thing! Rugged full-action atomic tank is perfect for action-minded boys. It's so big—over 36 in. long, 14 in. high, and 15 in. wide. Missile-firing cannon has 20-in. long aluminum barrel—is turret-mounted with full 360° swing. To fire, drop missile in chamber—pull back spring lever—then release. With 4 missiles. All polypropylene plastic.
X 923-4246 A—Shipping weight 3 lbs.* ..... 3.44

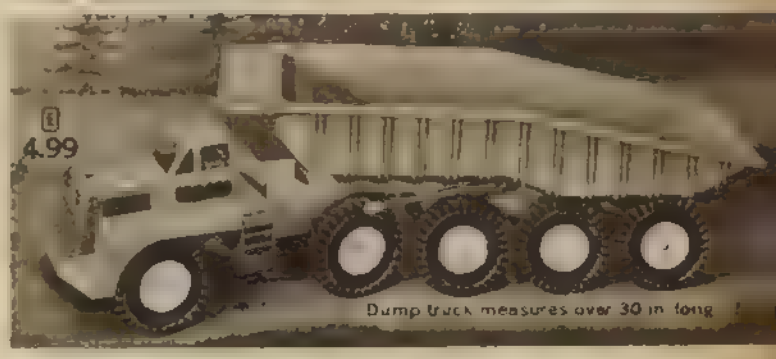
**B GIANT-SIZE "BIG-JO" CANNON.** Authentic replica of U.S. Army cannon that backed up American troops in World War II. Easy to load. Has trigger-controlled firing. Shoots 4 completely harmless soft-plastic shells (incl.). Moves easily over any "terrain" on big 8-in. wheels. Measures 32 in. long, 15 in. high. Sturdy olive-drab and silver-color polyethylene plastic.
X 923-4212 A—Shipping weight 3 lbs. ..... 3.44

**C MYSTERY TOOTIN' CHUGGING LOCOMOTIVE.** All aboard! Train now leaving for a world of fun! Listen to this red and white Diesel locomotive "chug-chug" along as cheerful whistle "hoots" to clear the track ahead. Measures over 25 in. long. Made of tough, durable lithographed metal. Operates on two standard "D" cell flashlight batteries (not included—to order batteries see bottom of page 116).
X 923-4238 A—Shipping weight 2 lbs. 8 oz. ..... 3.69

Locomotive "chugs" along as whistle "hoots"

Carries its own powerful fighting force

**D IDEAL U.S.A.F. GLOBEMASTER TRANSPORT.** Realistically-detailed replica of Air Force's famous transport plane. 22-in. long olive-drab Globemaster is made of rugged styrene plastic. Features movable ramp down which roll a command jeep, a modern rocket launcher that fires 2 rubber-tipped rockets, a mobile howitzer that can actually fire its harmless plastic shells, a floodlight truck with movable searchlight, a radar scanner that really swivels, and a full complement of 10 toy soldiers—all made of tough polyethylene plastic.
X 923-4253 A—Shipping weight 4 lbs.* ..... Set 4.99




Dump truck measures over 30 in. long

**E ELDON GIANT DUMP TRUCK.** A real giant in size and detail! Over 30 in. long! New lock-nut assembly of wheels prevents loosening. 3-position hand-crank for loading and unloading. Trailer unhitches. Visible motor in cab. Whitewall tires with colored hubs. Made of sturdy polyethylene plastic—takes plenty of hard use.
X 923-4220 A—Shipping weight 4 lbs. ..... 4.99

*Semi-malleable—see page 81 for complete information.

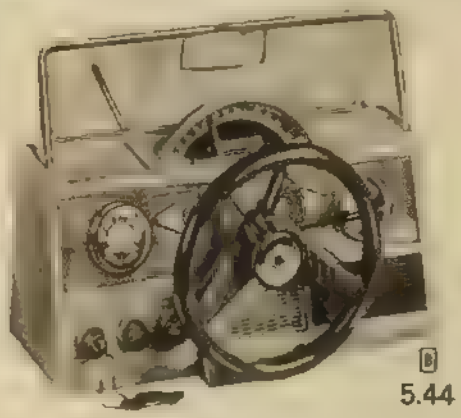
Buy all your toys with Credit Command—see page 79.

# best of all they'll like exciting Action Toys

- *Fascinating "Traffic Control"!*
- *Offers remote-control action!*

**A MECHANICAL TRAFFIC CONTROL GAME.** Now the imaginative youngster can join in the thrilling action of 'big mileage' races as he zooms from New York, through cities, past the seashore, to the golf range—just by controlling three mechanical wind-up cars with four hand-operated levers. Beautifully-detailed 14 x 19½-in. board in 4-color lithographed metal. With three 3⅜-in.-long cars of durable high-impact plastic. Fun for young "driving" enthusiasts.

X 923-4063 A—Shipping weight 2 lbs. 8 oz. 2.88




**B REMCO "FIREBIRD 99" AUTO.** Real life action for "miles" of fun. Designed like an authentic auto dashboard—completely motorized and battery-operated, with realistic moving parts. Child can switch on ignition, operate windshield wiper and directional signals, steer right or left, and blow the horn. Glove compartment holds map. Realistic speedometer shows acceleration, deceleration. High-impact plastic—13¼ x 6¾ x 9¾ in. high. Operates on two "D" batteries—not incl.*

X 923-1788 A—Shpg. wt. 3 lbs. 8 oz. . 5.44

**C TWO RACING CARS WITH "FIGURE 8" TRACK.** Be a part of the exciting era of road racing with these mechanical racers. Just wind them up and watch them zip around crossover track. Lithographed steel cars feature free-rolling plastic wheels and motor stop-lever. Over-and-under crossover plastic track has "no-jump" guard rails for fast and smooth rides. Track measures 28 x 56 in. overall.

X 923-1895 A—Shipping weight 3 lbs. .. .....3.88

**D REMOTE-CONTROL MAGNETIC SKILL DRIVE GAME.** Tests and develops your skill and control. "Drive" cars across the country, from city to city—over various obstacles. Create your own race course by rearranging obstacles. Cars are guided magnetically over course as you steer. Play alone for fun and practice, competitively for points, or with a group 'against time." Set contains 21 plastic pieces including cars, bridges, tunnels, road blocks, steering wheel—plus diagrams for three race courses. Game board measures 14 x 10¾ x 3 in. high. No batteries needed.

X 923-4022 A—Shipping weight 1 lb. 8 oz. .... .....1.77

**E 24-PC. WIND-UP FREIGHT TRAIN SET.** The hours fly by for young "railroad engineers" with this realistic HO scale-model train set. Key-wind locomotive pulls freight cars with plenty of power. Features extra-running clock-spring motor and stop-and-go lever. Set includes locomotive, one open and one closed freight car, tank car, six interlocking unbreakable rails, and 14 cutout paper accessories. Sturdy plastic and tin plate construction. Measures 30 in. long. From West Germany.

X 923 4444 A—Shipping weight 1 lb 2.44

**G ALPINE EXPRESS SET.** Take an exciting, scenic ride. Two trolley cars race up, down, and around the mountains—stopping at Alpine stations along the way. Three-dimensional platforms is durably made of metal—beautifully lithographed in authentic mountain colors. Metal trolley cars have strong wind-up motors for exciting mountain "racing" fun. Platform is 7 x 32 in. long. From West Germany.

X 923-4030 A—Wt 2 lbs. 3.44

**H MYSTERY TWIN TRAIN SET.** Which route will the trains take—the inside "figure 8" layout, outside oval layout—or both! Youngsters are fascinated by the mysterious action. Lithographed steel layout has desert landscape with Indian village, cowboys, station, hotel, general store, stable, and mine. With two trains—each with iron-horse-style locomotive, coal and passenger cars. Two switches—one on each side of tunnel—control movements. Runs on two "D" batteries—not incl.* Has 3-D platform—28½ x 11¼ x 3½ in. high.

X 923-4113 A—Wt 4 lbs. 10 oz..... 4.44



SAVE THIS CATALOG—toys will be available till Sept. 21, 1964. *Order batteries at bottom of page 118.

Ideal's "Kissy"

KISSY THE KISSING DOLL

Press her hands together, Kissy will pucker up and emit a kissing sound.

**5698T1200**—22½" Kissy with rooted saran hair and pretty baby outfit. All vinyl body with sleeping eyes. When you press her hands together she puckers up and gives her "mommy" a real kiss. She is a baby you can cuddle and love. An ideal playmate. Ship. wt. 4 lbs. **Retail $18.00**

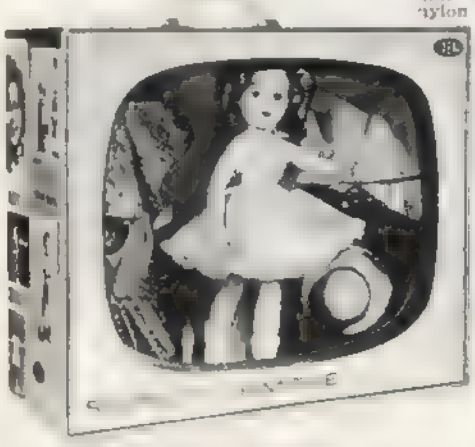
## *Everyone's Favorite* DOLLS AND CUDDLY CHARACTERS

Jacqueline 15" Bride Doll with Trousseau

**5697T665**—5 piece all vinyl body, jointed arms and legs, vinyl [illegible] head, sleeping eyes with lashes, rooted hair. Wardrobe consists of evening gown with multi-nylon skirt over taffeta petticoat; brocade taffeta coat; matching hat; brocade taffeta sheath dress, lace [illegible] nylon peignoir, [illegible] jacket, black leotards, bathing suit, full [illegible] with nylon hose, 5 hangers. Ship wt. 4 lbs. **Retail $9.95**

Polly Anna Doll

**5945T982** From the movie Pollyanna—32" tall all vinyl body, jointed arms and legs, turning head; sleeping eyes; rooted hair with bangs, gingham checked cotton dress with puffed sleeves, nylon petticoat with eyelet lace ruffle, gingham checked cotton pantaloons with eyelet lace, straw sailor hat, patent leather shoes, high white buttoned spats. Ship wt. 6 lbs. **Retail $13.98**



Shirley Temple Toy Suitcase

**2653T800**—Ideal 12" version of the famous Shirley Temple doll will capture the heart of any little girl. The doll is all vinyl and is dressed in a slip and panties. Her wardrobe includes a pajama set, coat and hat dress, shoes, socks, blouse and skirt, pocket book, glasses and coat hangers. Her curly blonde rooted Saran hair can be shampooed and curled. Ship wt. 3 lbs. **Retail $11.00**

**5874T1333**—20" Tall. This cuddly lifelike baby doll cries. Wind up the key in her back and she will not only wiggle realistically, but she will also cry like a baby. Pick her up and she stops crying. The most natural baby doll ever designed. Cloth body and vinyl arms and legs. Ship wt. 6½ lbs. **Mfr's. Sugg. Retail $20.00**

**5875T667** 14" Tiny Thumbelina. Wind her up and she moves like a real baby. Cuddly cloth body and vinyl arms and legs, rooted hair. Ship wt. 2½ lbs. **Mfr's. Sugg. Retail $10.00**

11 Movable Joints
Vinyl Body
Sleeping Eyes
21" Long

**5870T965**—21" All Vinyl body and head. 11 Flexible joints permit Baby Dollkins to virtually duplicate all natural baby positions. Sleeping eyes, rooted wispy infant style hair. Dressed in solid color pique long sleeved smock top, matching pants with shoes and socks. Carries own bottle. Ship. wt. 6½ lbs. **Mfr's. Sugg. Retail $12.98**

**5700T867** Made of soft fine long wearing fabrics. Hand embroidered facial expression. Teddy has safety eyes, tan head, eyes, resilient stuffing and beige baggy coat. 30" high. Ship wt. 8 lbs. **Retail $10.00**

**5701T880** Train chair to put pajamas away. Of sturdy deep pile plush, has zippered pouch, tan body, rose and red felt tongue. 20" long. Green and Blue and White or Pink and White Specify Color. Ship wt. 2 lbs. **Retail $6.00**

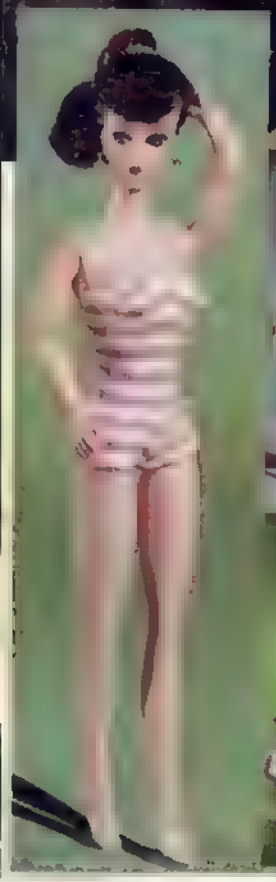
**5702T833** Puff pile plush. Huggably-soft stuffed with Foam-Aire. Flexible bushy tail, satin neck ribbon and bow. Loop for carrying or hanging. 20" high. Ship wt. 2 lbs. **Retail $5.00**

**5703T400** Of long wearing fabric and stuffed with top quality resilient material. Safety attached eyes, curled trunk, white body, striped blanket and red velvet ears. 18" high. Ship wt. 3 lbs. **Retail $6.00**

**5704T667** A gift for granddaughter to grandmother (and any age in between). All fur-like pile plush. Foam-Aire stuffed. Zipper pouch in top for pajamas, nick nacks or whatever. 30" long. Ship wt. 4 lbs. **Retail $10.00**



**Quality Toys—Order Early—Specify 2nd Choice If Possible**



**"ANNETTE" . . . *The Fashion Model Doll with Two Wardrobes!* 11½ Inches.** A slender mannequin doll! Flesh-toned vinyl/poly body; movable arms, legs; painted eyes; rooted pony tail hair-do "Career" and "Casual Wear" wardrobes as illustrated. Clothes fit all 11½ inch model dolls!
**5870T695** Weight 1 lb. 8 oz. . . . . Retail $10.95

**A "TANDY" . . . *Talks and Walks! 36 Inches.*** Speaks when you pull the string—she can say 10 different phrases! Moves her eyes, arms and legs! Of satiny vinyl/poly plastic with rooted page boy bob hair, cute freckle face. Lovely in pink nylon
**5510T1295** Weight 8 lbs. . . . . Retail $18.95

**D "TANDY"...*Petite! 22 Inches.*** Pretty like her sister (above). Mighty attractive in her red cordana dress, embroidered collar, woven braid trim, ricrac and buttons. Talks just like big Tandy, too! Pull the string!
Weight 3 lbs. 4 oz.
**5512T895** . . . . . , Retail $13.95

**B "BABY CAROL" . . . *Says "Mama"! 24 Inches.*** A cuddly, bouncing, adorable one-year-old that can play with her toes! And drinks, and wets! All soft vinyl body; rooted baby ringlet curled hair; moving eyes, arms, legs! Daintily dressed in bordered white nylon velveray, trimmed with ribbon and lace.
**2782T665** Wt. 5 lbs . . . . . Retail $9

**C "LITTLE MISS WALKER" . . . *A Walking Personality with Extra Wardrobe! 36 Inches.*** Lively, pert, fun-loving! And big, too! Fully jointed, washable vinyl/poly body. Her long, rooted Dutch bob hair can be washed and combed; her thick lashed eyes open and close. Beautifully dressed in printed pin dot cotton jumper with nylon apron and yoke. Extra ensembles as illustrated
**2779T1335** Wt. 9 lbs . . . . . Retail $19.95

**I TALK, TOO**

# TIMEX
## STRAP WATCHES

Shock Resistant
Unbreakable Mainsprings
Stainless Steel Backs
Anti-Magnetic

**PETITE** Small size. Yellow bezel, sweep second hand, leather strap
598W683 **Retail $9.95**

**SPORTSTER** Chrome plated bezel sweep second, leather strap. Waterproof *
599W730 **Retail $10.95**

* When crystal, crown and back are intact

**NOTICE** Timex watches are sold by us only to retailers for resale or premium use only. Not for awards, premiums or prizes on a retail side purchase order.

**PETITE.** Small size, chrome plated bezel, plaid dial, leather strap
569W463 **Retail $6.95**

**MERCURY.** Regular size, chrome plated bezel, pearl dial leather strap
585W463 **Retail $6.95**

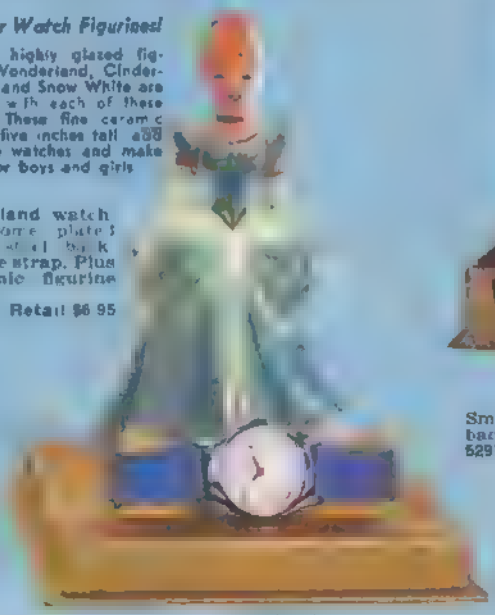
# Ingersoll
## CHARACTER WATCHES

Alice in Wonderland

***Free . . . Character Watch Figurines!***

Beautifully molded, highly glazed figurines of Alice in Wonderland, Cinderella, Mickey Mouse, and Snow White are now packaged free with each of these character watches. These fine ceramic figurines, which are five inches tall add extra value to these watches and make them perfect gifts for boys and girls

◀ **Alice in Wonderland watch** Small size. Chrome plated bezel, stainless steel back. Washable strap. Plus 5" ceramic figurine of Alice
589W487 **Retail $6.95**

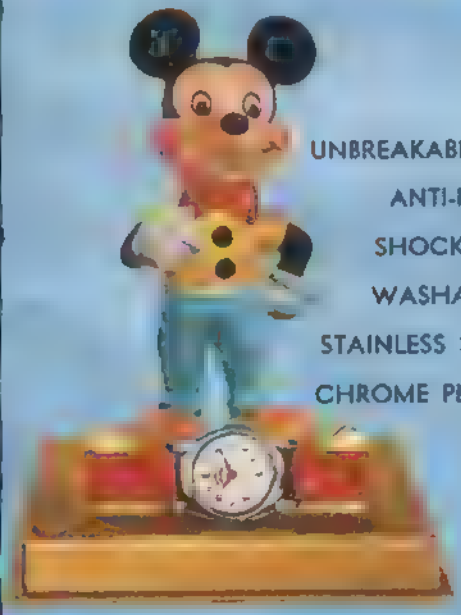


Cinderella

◀ **Cinderella watch** Small size. Chrome plated bezel, stainless steel back. Washable strap. Plus 5" ceramic figurine of Cinderella.
590W467 **Retail $6.95**

Hopalong Cassidy

Small size. Chrome plated bezel, stainless steel back. Black strap. Miniature saddle gift box.
529W487 **Retail $6.95**



Mickey Mouse

Famous and lovable the world over. Small size. Chrome plated bezel, stainless steel back. Washable strap. Plus 5" colorful ceramic figurine of Mickey.
600W487 **Retail $6.95**

UNBREAKABLE MAINSPRINGS
ANTI-MAGNETIC
SHOCK RESISTANT
WASHABLE STRAPS
STAINLESS STEEL BACKS
CHROME PLATED BEZELS

◀ **Snow White watch** Small size. Chrome plated bezel, stainless steel back. Washable strap. Plus colorful 5" ceramic figurine of beautiful Snow White.
601W487 **Retail $6.95**

Zorro

Black dial and Black decorated strap. Small size. Chrome plated bezel, stainless steel back. Packaged with miniature Zorro hat.
588W487 **Retail $6.95**

**Prompt Shipments from New York or Chicago Stocks**

# The New Timex ELECTRIC

- Energy Cell Easily Replaced
- Jeweled Precision Movement
- Gleaming Metal Expansion Band
- Jump Sweep Second Hand
- Waterproof* Dustproof*
- Shock Resistant

Beautiful textured dial that combines raised sticks and numbers. Neat and trim. Chrome plated bezel, radiolite dial, sweep second hand, expansion band.
633W2663 **Retail $39.95**

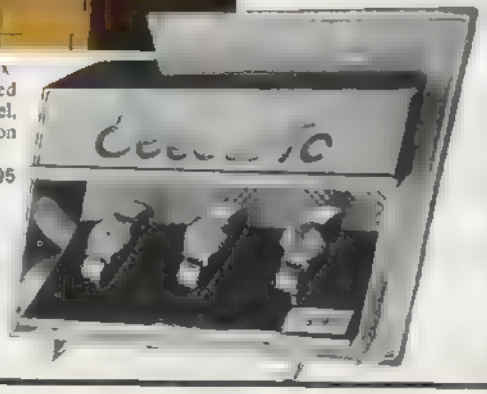
Sunburst gold dial that combines raised black numbers 12 and 6—sticks 3 and 9. Other sticks in yellow. Yellow bezel, sweep second hand, expansion band.
634W2663 **Retail $39.95**

Modern in design. Beautiful textured dial that combines raised sticks and numbers. Yellow bezel, sweep second hand, expansion band.
635W2663 **Retail $39.95**

**The energy cell in the TIMEX ELECTRIC can be replaced by the consumer. It is as easy as replacing the battery in a flashlight.**

**NOTICE**
Timex watches are sold by us only to retailers for resale or sold by us only for awards, premiums or prizes on a bona fide purchase order

**TIMEX ELECTRIC ASSORTMENT**
Includes 3 electric watches as follows
1 633W2663 1 634W2663 1 635W2663
Each watch individually illustrated and described above. Modular display case included FREE
638W7989—Assortment No. 11 **Retail $119.85**



21-jewel movement. Waterproof* — Dustproof* Handsome new style. Chrome plated bezel, sweep second hand, radiolite dial, expansion band.
631W1330 **Retail $19.95**

## TIMEX 21 Series

*21-Jewel Lever Watches...for Him*

21-jewel movement. Waterproof* — Dustproof* Distinguished styling. Yellow bezel, sweep second hand, expansion band.
632W1330 **Retail $19.95**

21-jewel movement. Self-Wind. Waterproof*—Dustproof*. All new. Yellow bezel, sweep second hand, expansion band.
637W1663 **Retail $24.95**

*Stays waterproof and dustproof as long as crystal, crown and back are intact

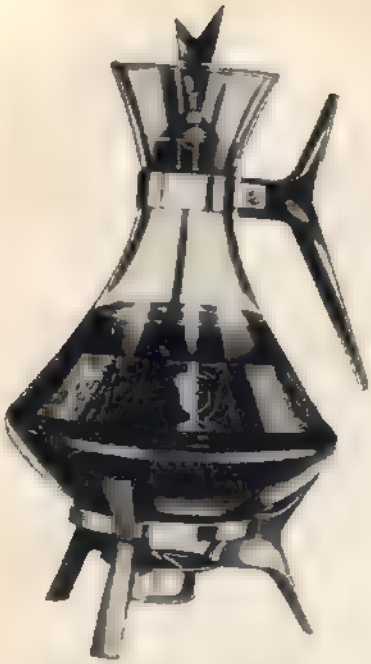
21-jewel movement. Self-Wind. Waterproof*—Dustproof*. Smart looking style. Chrome plated bezel, sweep second hand, radiolite dial, expansion band
638W1663 **Retail $24.95**

Beautiful new gift box FREE



**Prices Do Not Include 10% Federal Excise Tax**

# Inland Glass



**"COLLECTORS' CORNER"**
**Designers' Carafe and Warmer**

Elegant coffee server for party and everyday use in the new "flared" shape. The delicate 22 carat gold decorations are fired into the hand-blown heat proof glass. Matching accessories are in coffee brown plastic and lustrous gold-tone metal. The candle warmer keeps coffee serving-hot at the table. Two 4-hour candles included. Ship wt 3 lbs.

9117H328—10 Cup Carafe **Retail $5.00**

**"COLLECTORS' CORNER"**
**Round Casserole and Warmer**

22-carat gold and brown decorations on oven-proof milk glass. Clear glass cover. Warmer stand of gold-tone metal and brown plastic. Two candles included. Ship. wt. 4½ lbs.

9586H328—2 Qt. Casserole **Retail $5.00**

**"RENAISSANCE"**
**Triangle Casserole and Warmer**

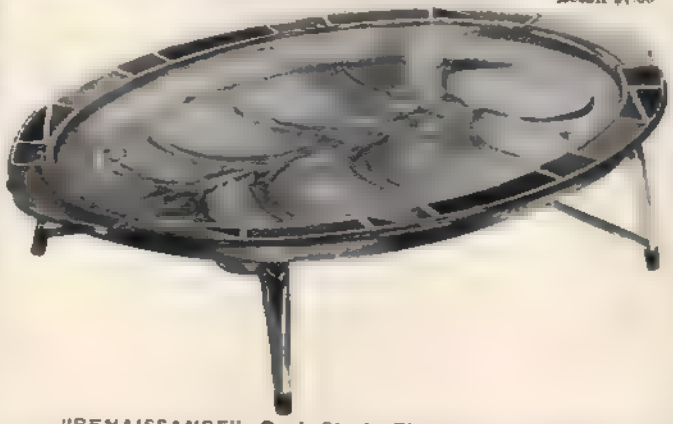
22-carat gold decorated oven-proof glass with cover decorated in gold and rich "stained glass" colors. Metal candle warmer keeps food serving-hot at the table. Two 4-hour candles included. Ship. wt 4½ lbs.

9587H456—2 Qt. Casserole **Retail $7.00**

**"RENAISSANCE"**
**Triangle Carafe and Warmer**

Rich color panels are framed in 22-carat gold, reminiscent of timeless masterpieces. The unique triangular shape is ageless elegance with distinctly modern design. Brown plastic and gold tone metal accessories. Two 4-hour candles included. Ship wt 3 lbs.

| | | Retail |
|---|---|---|
| 9588H456 | 8 Cup Carafe | $7.00 |
| 9589H519 | 12 Cup Carafe | 8.00 |



**"RENAISSANCE"—Oval Steak Platter and Warmer**

Gleaming glass serves meat, fowl; for cold cuts, salads, desserts. Soft candle light accents the rich "stained glass" color panels framed in 22-carat gold. Double warmer stand in gold-tone metal. Four 4-hour candles included. Ship wt 4¾ lbs.

9590H456—15" Platter and Warmer **Retail $7.00**

## Flare-Ware BY HALL CHINA MADE IN U.S.A.

Hall ware is heavy, fireproof china made by an exclusive process which inseparably fuses body, color, and glaze. It will not craze, absorb, or stain. The dense walls distribute cooking heat evenly and thoroughly, and hold the heat—scorching is prevented; full flavor is obtained in preparation and maintained for serving. The glaze is leadless, tasteless, smooth, and hard—ordinary washing removes all discoloration and flavor, making Hall ware as fresh and bright as new.

### SELECTING MATERIALS

Clays obtained from many parts of the world are used in making Hall ware. Each is laboratory-checked for purity, whiteness, strength, and homogeneity.

### SHAPING THE WARE

Flat or open items are made by a "jiggerman" on a modern, electrically-driven potter's wheel. Teapots, jugs, and coffee pots are cast in molds and finished by hand. Then the ware is dried for 24 hours in drying rooms where the temperature is slightly more than 100° Fahrenheit.

### APPLYING GLAZE AND FIRING

Ware taken from the drying rooms is dipped into glaze which permeates the body, and when fired up to 2400° Fahrenheit it becomes inseparably fused with it. After going through this process Hall China can safely guarantee that the colors will not fade, and glaze cannot craze.

## Radial DECORATION

**6-Cup Teapot**

Gracefully designed Teapot by the famous Hall China Co. Radial decorated Black and pure White permanently fused to the China body. Capacity 6 cups. Ship wt. 3 lbs. each.

9224H330—Teapot **Retail $4.95**

**Trivet Candle Warmer**

Modern Trivet with candle and candle holder. Perfect for keeping today's popular buffet style meal HOT while serving. Pure White glazed china matches serving pieces. Ship wt 3 lbs.

9225H200—Trivet **Retail $3.00**

**1½ Qt. Casserole**

Cook and serve your favorite recipe in this modern designed covered casserole. Looks smart on the table yet it is practical in the kitchen. Black and White radial decorated. Capacity 1¼ Quarts. Ship. wt. 4½ lbs.

9227H330—Casserole **Retail $4.95**

**Cookie Jar**

Family size Cookie Jar - Radial decorated Black and pure White permanently fused to the china body. Side handles for convenient carrying. Ht. 9" Capacity 3 Quarts. Ship wt. 5½ lbs.

9226H330—Cookie Jar **Retail $4.95**

## Casual, carefree—and Ready to Serve—Beautifully

**Salad Bowl Set**

Set of four Salad Bowls gracefully decorated in Black and pure White. Radial design. One pint capacity each. Ship wt 7 lbs.

9229H200—Salad Bowl Set **Retail $3.00**

**2 Qt. Casserole**

Cook and serve your favorite recipe in this modern designed covered casserole. Looks smart on the table yet it is practical in the kitchen. Black and White radial decorated. Capacity 2 Quarts. Ship wt. 7½ lbs.

9228H397—Casserole **Retail $5.95**

**Mixing Bowl Set**

Three nested sizes for mixing, baking and oven-to table serving. Smooth China finish washes clean quickly and easily. 1 quart 1½ quart and 2½ quart capacities. Ship wt. 8½ lbs.

9230H330—Mixing Bowl Set **Retail $4.95**

# Party-Size Coffee Makers

## DORMEYER

**30-Cup Automatic Coffee Maker.** Now you can serve delicious coffee to a crowd without fuss or bother. The perfect coffee maker for large parties, social gatherings, clubs and offices. Just put in water, add coffee, automatic signal light flashes on when coffee is ready. Thermostat lowers temperature to keep it at serving degree. Fingertip control drip-less pouring. Easy to read graduated cup scale inside and out. Finished in polished aluminum with black trim. Stands on legs to protect table surface. Makes 12-30 cups. 110-120 V, AC only. 1150 watts. U.L. approved. 6 foot cord. Ship. wt. 6 lbs.
4598J/3E1655—Coffee Urn.
4598J/3E1587—Three or more.
Retail $66.95

## HAMILTON BEACH

**Buffet Party Percolator.** Gracefully styled in gleaming chrome to add beauty and charm to the finest table setting. Brews 15 to 35 cups of perfect full-flavored coffee and keeps it serving hot automatically. Indicator light glows when coffee is ready to serve. Coffee never boils or re-perks. No-drip spigot. Large, cool graceful handle makes carrying party perk safe and easy. Large top opening for easy cleaning. Cool, non-scarring bakelite feet. 110 volts, 750 watts. AC only. UL and CSA approved. Detachable cord. Ship. wt. 9 lbs.
4599E3807—Buffet Party Percolator.
4599/3E2798—Three or more.
Retail $49.95

## "Party-Perk"—Four Jumbo Sizes

Greatest boon to party giving in years. Just add water and coffee . . . wait for the Red-Lite . . . and serve delicious sediment free coffee. "Party-Perk" assures plenty of delicious coffee, as few cups as you like or as many as you like automatically. Keeps perfect serving temperature too. No-drip feather-touch automatic faucet. Ideal for buffet and rumpus room entertaining at home or for club and office coffee breaks. Heavy gauge mirror finish aluminum. 110-120 volt AC. U.L. approved.

4414E1497—8-36 cups—Ship. wt. 6 lbs.
Retail $24.95

4415E2097—12-60 cups—Ship. wt. 8 lbs.
Retail $34.95

4416EF2397—12-72 cups—Ship. wt. 9 lbs. F.O.B. New York.
Retail $39.95

4417EF4797—30-120 cups—Ship. wt. 12 lbs. F.O.B. New York.
Retail $79.95

## FOUR JUMBO SIZES

**Stainless Steel Automatic Urn.** The new stainless steel Dial-O-Matic is the finest party urn made. Rugged construction of heavy-gauge stainless steel, with brilliant mirror finish. No more fuss and bother when the crowd drops in—Party Perk assures plenty of delicious coffee as few cups as you like—or as many as you like . . . all automatically. Maintains perfect serving temperature. Quiet Super-speed brewing, self-cleaning faucet and liquid level gauge. Ideal for schools, offices, town parties, rumpus rooms, churches, etc. UL approved. Ship. wt. 11 lbs.
4418E3897—12-60 cup Stainless Steel Urn.
Retail **$64.95**

# HANDY APPLIANCES FOR THE KITCHEN

**Kitchen Aid Electric Coffee Grinder.** For finest flavor, grind coffee just before brewing because the delicate oils which give delicious flavor and aroma evaporate when exposed to air. Ground coffee pours into measuring cup of clear plastic, graduated from one to ten cups. Fourteen different grinds, just dial the one you want. Universal type motor, self-lubricating. AC or DC. Capacity of hopper is 1¼ lbs. Overall height 13½". Finished in gleaming White. Ship. wt. 6 lbs.
484E1417—Coffee Grinder.
484/3E1720—Three or more.
Retail $47.75

**Filtron Coffee Extractor.**
2218H1653—Employs revolutionary principle that cold tapwater extracts from coffee purer, more delicious flavor. This extract is then used in making instant hot coffee by adding hot water. 1 lb. of coffee makes enough for 60 cups. 3 pc. container. Chrome trim, plastic handles. Ht. 13". Instructions included. Ship. wt. 17 lbs.
Retail $24.95

**18 Cup Drip Coffee Maker by West Bend**

2187H627 Durable polished aluminum with plastic heat-resistant handle. Spout for easy pouring. One-piece dripper section with cup measurements stamped on outside. Patented over-flow water distributor.
Retail $8.95

**25-CUP PARTY PERCOLATOR**
This heavy gauge steel and porcelainware coffee percolator is "the item" for that festive get-together. Keeps coffee hot for serving. Gleaming finish will stay bright without polishing from party to party. Easy to clean. Ship. wt. 4½ lbs. See pattern illustrated in full color on matching utensils page 256.
9062H863
Retail $12.95

# Westinghouse ELECTRIC COFFEE MAKERS

(A) **12 Cup Stainless Steel Coffee Maker** . . . spout-less . . . makes coffee just the way you like it every time. Makes 4 to 12 cups, perks in seconds. Keeps coffee hot automatically, never reperks. Smooth, easy to clean interior. 120 V, AC only. Ship. wt. 4 lbs.
379F1807—12 Cup Coffeemaker.
379/4F1819—Four or more.
Retail $26.95

(B) **Immerse-A-Matic Coffee Maker** . . . same as (D) except 10 cup capacity. Shipping weight 4 lbs.
381E1747—10 Cup Coffeemaker—Immersamatic.
381/4E1684—Four or more.
Retail $24.95

(C) **Stainless Steel Coffee Maker** . . . same as (A) except 10 cup capacity. Ship. wt. 4 lbs.
380E1547—10 Cup Coffeemaker.
380/4E1482—Four or more.
Retail $21.95

(D) **12 Cup Immerse-A-Matic Coffee Maker** locks in the full coffee flavor, perfect coffee every time. Durable, easy to clean Stainless Steel. Makes 4 to 12 full cups . . . perks in seconds. Detachable control with "mild to strong" brew control. Keeps coffee hot but will not reperk. 120 V, AC only. Ship. wt. 4½ lbs.
401E2097—12 Cup Coffeemaker—Immersamatic.
401/4E2082—Four or more.
Retail $29.95

(E) **Westinghouse Spoutless Coffee Maker** . . . aluminum, new styling, easier to clean. Makes 2 to 8 cups of perfect coffee. Adjustable brew dial for flavor selection. Coffee is kept hot automatically. 120 V, AC only. Ship. wt. 3½ lbs.
378E1135—8 Cup Coffeemaker.
378/6E1065—Six or more.
Retail $15.95

(F) **Spoutless Immerse-A-Matic Coffee Maker** . . . beautifully styled in lightweight aluminum. Makes 2 to 8 cups automatically. Detachable control with "mild to strong" brew control; keeps coffee hot without reperking. Wide top . . . easier to clean. 120 V, AC only. Ship. wt. 4 lbs.
382E1292—8 Cup Coffeemaker—Immersamatic.
382/6E1257—Six or more.
Retail $17.95

# IRONSTONE
## DINNERWARE

ASTERISK

COLOR COORDINATED SERVICE FOR 8

EARLY MORN

FESTIVAL

**CERA-STONE . . . IRONSTONE DINNERWARE**
**BEAUTIFULLY COLOR COORDINATED—SHAPED IN CLEAN BOLD LINES**

Ovenproof . . . prepare, keep warm, serve in the same pieces. Strong, chip resistant underglazed. Exciting imports in Asterisk, Early Morn or Festival patterns bring colorful artistry in new dinnerware for your table. Fine pieces have a delicate grace that belies their hardiness and strength. Safe with detergents and in automatic dishwashers. Available in 62 Pc. Sets (Service for Eight), only. Shipped F.O.B. New Jersey.

**Asterisk.** Soft Blue star-like design dramatically spaced on pure White rim. Blue and White accessories.
5859XF2495—Asterisk—62 Pc. Set . . . . . Sugg. Retail $34.95

**Early Morn.** Hand painted Cock design in Rust Red, Light and Dark Brown and Yellow. Flowers in matching colors, leaves Soft Green. Matching multi-colored accessories.
5860XF2495—Early Morn—62 Pc. Set. . . . . Sugg. Retail $34.95

**Festival.** Big red leaves of Frost and Persimmon outlined with pencil stripes. Persimmon and White accessories.
5861XF2495—Festival—62 Pc. Set . . . . . Sugg. Retail $34.95

**SET COMPOSITION**

**Asterisk, Early Morn and Festival Patterns. 62-Pc. Service for Eight.** 8 each: Dinners, Salads, Cups, Saucers, Soups, Fruits (double as soup covers). 1 each: Creamer, Covered Sugar, Divided Vegetable, Round Platter, Covered Coffee Server, Salt, Pepper, Gravy Boat and Stand, Ladle, Covered Butter Dish. Ship Wt. approx. 45 lbs. F.O.B. New Jersey.

**EVENING SONG . . .** A sophisticated pattern at home on casual as well as formal dining occasions.
5867XF1463 32 Pc. Set. . . . . Retail $21.95
5868XF2300 53 Pc. Set. . . . . Retail $37.50
5869XF3797 61 Pc. Set. . . . . Retail $56.95
5870XF4330 93 Pc. Set. . . . . Retail $84.95

**WEATHER VANE . . .** A charming silhouette against glossy white.
5775XF1336 32 Pc. Set. . . . . Retail $19.95
5776XF2380 53 Pc. Set . . . . . Retail $34.50
5818XF3797 61 Pc. Set. . . . . Retail $56.95
5777XF3997 93 Pc. Set. . . . . Retail $59.95

Buffet service in WEATHER VANE includes walnut accessories. EVENING SONG buffet service includes brass accessories.

**32 Pc. Set—Service for 6 (Shipping Weight 22 lbs.)**
6 each Dinner Plates, Cups, Saucers, Bread & Butter Plates, Fruit Dishes. 1 each Medium Size Platter and Vegetable Dish (Open).

**53 Pc. Set—Service for 8 (Shipping Weight 35 lbs.)**
8 each: Dinner Plates, Cups, Saucers, Fruit Dishes, Soups, Bread & Butter Plates. 1 each Creamer, Cvd. Sugar (2 pcs.), Medium Size Platter and Vegetable Dish (Open).

**61 Pc. Set—Service for 8—Buffet Service (Shipping Weight 43 lbs.)**
8 each Dinner Plates, Salad Plates, Bread & Butter Plates, Cups, Saucers, Fruits. 1 each Medium Platter, Open Vegetable Medium, Creamer, Cvd. Sugar (2 pcs.), Salt, Pepper, Cvd. Server with warmer, Beverage Server with warmer.

**93 Pc. Set—Service for 12 (Shipping Weight 65 lbs.)**
12 each Dinner Plates, Cups, Saucers, Fruit Dishes, Soups, Bread & Butter Plates, Salad-Dessert Plates. 1 each Creamer, Cvd. Sugar, 2 pcs., Medium Platter, Sauce Boat, Sauce Boat Stand, Large Platter, 2 Vegetable Dishes (Open).

**Important notice:** All compositions include full size dinner plates shipped direct from factory in Newell, W. Va. Allow two weeks for delivery.



**Knowles Dinnerware Shipped F.O.B. West Virginia Factory**

# FOR GRACIOUS ENTERTAINING

## FINE IMPORTED CHINA

*Use Mikasa*—Finest Translucent Triple Selective China—More Translucent Than Most of those on the Market Today. Choose from These Five Lovely Different Patterns Created Specifically to Blend Harmoniously with the Traditional or Contemporary.

**Shipments from New York Warehouse**

**Salisbury:** Classic border design highlights beautiful Gold pine boughs and cones centered on elegant rim shape and edged in costly Gold. This contrast of pure White body and Gold will complement your finest accessories.

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 5924XF3295 | 59-pc set | $49.95 |
| 5925XF5995 | 98-pc set | 89.95 |

**Buena Vista:** Handsome new flute shape with rim gracefully decorated with Blue and Gray pine boughs and cones. Symmetrical design of Gray pine cones on inner rim edge and every piece edged in Platinum.

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 5926XF3195 | 59-pc. set | $47.95 |
| 5927XF5795 | 98-pc. set | 84.95 |

**PRIMROSE:** Delicate floral freshness done so skillfully it captures the softness of lingering morning mist. The beauty of the rose is subtly enhanced by contrasting gray leaves—coupe shape edged with costly platinum.

| | | Sugg. Retail |
|---|---|---|
| 5953XF2995 | 59-Pc. Set | $44.95 |
| 5954XF5495 | 98-Pc Set | $79.95 |

**Sweet Briar:** "Simply Beautiful" describes this center floral pattern on popular baroque shape. Exquisitely soft Blue rose buds highlighted with leaves and stems of Pink, Beige, and Gray. Traditional design in similar colors on verge. Platinum edge accents the baroque shape.

| | | Mfr's. Sugg. Retail |
|---|---|---|
| 5930XF2995 | 59-pc set | $44.95 |
| 5931XF5495 | 98-pc set | 79.95 |

**CELEBRITY.** Classic simplicity of design to create a mood of dining elegance. Beautiful platinum borders enhances the traditional rim shape. The pure white body is perfect contrast to the platinum rimmed Celebrity.

| | | Sugg. Retail |
|---|---|---|
| 5955XF3395 | 59-Pc. Set—Celebrity | $49.95 |
| 5956XF5495 | 98-Pc Set—Celebrity | $89.95 |
| **DORIC:** Same as above except with Gold Border | | |
| | | Sugg. Retail |
| 5957XF3295 | 59-Pc Set—Doric | $49.95 |
| 5958XF5495 | 98-Pc Set—Doric | $89.95 |

## SET COMPOSITION

**59-Pc. Service for 8** (Shipping Weight Approx. 45 lbs.) **8 Each:** Dinner Plates, Bread and Butter Plates, Cups, Saucers, Fruits and Soups. **1 Each:** Chop Plate, Vegetable Bowl, Sugar w/Cover, Creamer. **3 extra cups and saucers.**

**98-Pc. Service for 12** (Shipping Weight Approx. 75 lbs.) **12 Each:** Dinner Plates, Bread and Butter Plates, Salads, Cups, Saucers, Soups and Fruits. **1 Each:** Chop Plate, 16" Large Platter, Sugar w/Cover, Creamer, Gravy Boat. **2** Vegetable Bowls. **6 Extra Cups.**

WHAT CAN YOU MAKE IN IRWIN TERRACE WARE?

MONEY

HERE'S THE RECIPE:

*Take 12 dozen each #9150, #9250, #9350, #9450. Mix well in a display that shows all the Ingredients. Combine with other Irwin tea sets to suit your taste. (We suggest spicing your store with all of them.) Add a dash of window dressing! Beat your competitor well by ordering early. Cook up a batch of profits with your moderate retail prices.*

## It's proven... IRWIN TEA SETS OFFER VALUE AT VERY POPULAR PRICES!

Irwin's new line of Terrace Ware tea sets offer the latest type casserole servers with versatile removable handles. Hot trays, crystal-like goblets, beautifully patterned plates, make these sets as real as any young cook could want. There's a hungry market of young homemakers waiting to see IRWIN TERRACE WARE SETS in your store!

**#9150** — 12 piece service: 2 servers with covers, handle, hot tray, cutlery.
**Pack: 2 doz. per ctn. Weight: 18 lbs.**

**#9250** — 15 piece set: servers with covers, handle, hot tray, coffee pot with warmer, serving spoons.
**Pack: 1 doz. per ctn. Weight 13 lbs.**

**#9350** — 28 piece set: 4 servers with covers, handle, 2 each cups, goblets, decorated saucers and plates, coffee pot and warmer, hot tray, serving dish, cutlery
**Pack: ½ doz. per ctn. Weight: 12 lbs.**

**#9450** -41 piece set 4 servers with covers, handle, 4 each decorated saucers and plates cups, goblets, Coffee pot with warmer, hot tray, cutlery

## DANDY THE LION™... is wild!

### *Off to a Rip-Roaring Start!*

DANDY is backed by heavy nationwide TV Two feet long with kingly head Dandy stalks forward, slinks backward, rears high and growls - all at your command from his *MAGIC WHIP* ORDER NOW! Be sure you get your share of the TV toy that promises the Lion's share of profits!

**#5200** Pack 1 per carton in display shipper Weight 5½ lbs.

by IRWIN

200 Fifth Avenue
New York 10, N. Y.

© 1963 IRWIN CORPORATION

# Fine hockey skates for men and boys

TOBOGGANS — SKATING RINKS
FUN FOR EVERYONE

**A MEN'S HOCKEY SKATES.** Top quality skates, with features usually found in higher priced models. Especially designed for fast, rugged play on the ice and built to last for years of hard wear.

Durably made of top quality black cowhide leather with brown leather toe and trim. Heavy water-repellent soles and protective vulcanized hard toe. Precision-made Canadian tubular steel blade. Heavy, comfortable felt padded tongue. Men's Full size 6 thru 12. Specify size.

65 B 7209S—Men's Model. Shpg. wt. 4 lbs.....7.99

**BOYS' HOCKEY SKATES** (not shown). Same as men's above in full sizes 12 to 5. State size.

65 B 7208S—Boys' Model. Shpg. wt. 3 lbs.....6.99

**B ARCO "HOCKEY CHAMP" JUNIOR TWO-TONE, SEMI-BOX TOE, HOCKEY SKATES.** A finely designed and comfortably styled hockey skate at a price that's unusually low!

Smart square top form fitting shoe makes it easy-on-the-foot, gives perfect fit and support to young feet and ankles. Endicott Johnson special tannage two-tone leather, tan backstay and trim; built on wide balanced combination last for boys. Completely reinforced stitching on upper leather as well as around entire sole. Strong, steel blade with bright finish. Full sizes 11 thru 5. Specify size when ordering. Shipping weight 3 lbs.

65 B 7353S—Boys' Two-Tone Hockey.....5.88

**C JACK RILEY World Champion HOCKEY SKATES.** Endicott Johnson matched hockey skates for men and boys. Two-tone brown and black box toe . . . pre-styled, tops in quality, budget-priced!

Endicott Johnson special tannage leather. Perforated facings, flared backstay "Formfit" sponge rubber tongues. Water-repellent soles. Double vulcanized box toes for extra strength. Brass eyelets. Yellow laces, leather counters. Exclusive Jack Riley Signature tempered steel blades. Full sizes 5 thru 13. Specify size.

65 B 0510K—Men's Model. Shpg. wt. 4 lbs. . 10.88

**JACK RILEY BOYS' HOCKEY SKATES.** Same as above, in Full sizes 11 thru 4. Specify.

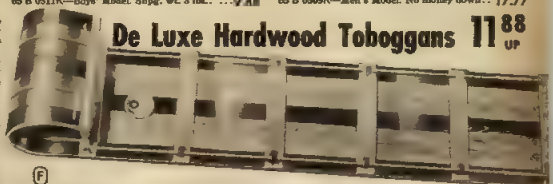
65 B 0511K—Boys' Model. Shpg. wt. 3 lbs. . . . 9.88

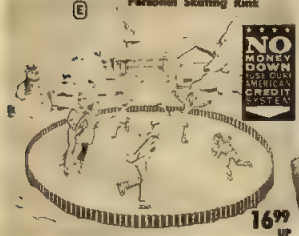
**D JACK RILEY World Champion Registered HOCKEY SKATES.** The finest! Moderately priced! Jack Riley's Personal Professional model all new black box toe hockey skates with Professional tendon guard.

Features extra heavy top grain elk leather. Top facings with large sized double clinched brass eyelets. Full leather lined. Arch support counters. Professional helmet box toe. Heavy Littleway oak sole construction. Leather insole. Exclusive Jack Riley Personal model tempered steel polished nickel plate blades. Each pair matched and with registered numbers on plates. Packaged in colorful gift box. Specify. Full sizes 5 through 13. Shpg. wt. 4 lbs. 8 oz.

65 B 0509K—Men's Model. No money down.. 17.77

## De Luxe Hardwood Toboggans 11.88 UP





**E ALUMINUM SKATING RINKS.** Easy, quick and safe way to winter fun! Your personal skating rink assembles in jiffy . . . just join two ends together, fit-in plastic liner, fill with water . . . then skate! Safe edge. Plastic liner.

20-Ft. diameter. 6" wall. Wt. 13 lbs.

65-B7401H—No money down.....16.99

24-Ft. diameter. 8" wall. Wt. 19 lbs.

65 B 7402H—No money down .....22.88

32-Ft. diameter 8" wall. Wt. 36 lbs.

65 B 7403R—No money down.....39.88

**F DE LUXE TOBOGGANS.** Made from the best quality Northern Adirondak White Ash. Finished in high quality hot marine clear varnish. Runner slats walnut stain finished. All Cadmium plated hardware. Durable all-screwed construction with one-piece heavy, strong yellow polyethylene rope for hand grip. Fine quality—at amazingly low prices! Choice of three sizes.

65 B 8452R—4' 11" long. Shpg. wt. 14 lbs.... 11.88

65 B 8453R—6' Toboggan. Wt. 20 lbs..... 15.88

65 B 8454R—8' Toboggan. Wt. 26 lbs..... 18.88

**G TOBOGGAN CUSHIONS.** American-made! Waterproof vinyl cover with brass grommets and strong web ties. Filled with 80% cotton linters, 20% rayon, all felted material. Bias bound. 12½" wide. Wipes clean with a damp cloth.

Pad for 4' 11" Toboggan.

65 B 8455H—Shipping weight 5 lbs.....3.99

Pad for 6' Toboggan.

65 B 8456R—Shipping weight 7 lbs.....4.99

Pad for 8' Toboggan.

65 B 8457H—Shipping weight 12 lbs.....6.99

# Fine hockey skates for men and boys

TOBOGGANS — SKATING RINKS

FUN FOR EVERYONE!

5.88 JUNIOR

Ⓑ

Ⓒ 10.88 MEN'S

9.88 BOYS'

Ⓐ 7.99 MEN'S

6.99 BOYS'

17" DOWN!

Ⓓ

**Ⓐ MEN'S HOCKEY SKATES.** Top quality skates, with features usually found in higher priced models. Especially designed for fast, rugged play on the ice and built to last for years of hard wear.

Durably made of top quality black cowhide leather with brown leather toe and trim. Heavy water-repellent soles and protective vulcanized hard toe. Precision-made Canadian tubular steel blade. Heavy, comfortable felt padded tongue. Men's Full size 6 thru 12. Specify size.

65 B 7209S—Men's Model. Shpg. wt. 4 lbs.....7.99

**BOYS' HOCKEY SKATES** (not shown) Same as men's above in full sizes 12 to 5. State size.

65 B 7208S—Boys' Model. Shpg. wt. 3 lbs. .. 6.99

**Ⓑ ARCO "HOCKEY CHAMP" JUNIOR TWO-TONE, SEMI-BOX TOE, HOCKEY SKATES.** A finely designed and comfortably styled hockey skate at a price that's unusually low!

Smart square top form fitting shoe makes it easy-on-the-foot, gives perfect fit and support to young feet and ankles. Endicott Johnson special tannage two-tone leather, tan backstay and trim; built on wide balanced combination last for boys. Completely reinforced stitching on upper leather as well as around entire sole. Strong, steel blade with bright finish. Full sizes 11 thru 5. Specify size when ordering. Shipping weight 3 lbs.

65 B 7353S—Boys' Two-Tone Hockey.....5.88

**Ⓒ JACK RILEY World Champion HOCKEY SKATES.** Endicott Johnson matched hockey skates for men and boys. Two-tone brown and black box toe . . . pro-styled, tops in quality, budget-priced!

Endicott Johnson special tannage leather Perforated facings, flared backstay. "Formfit" sponge rubber tongues. Water-repellent soles. Double vulcanized box toes for extra strength. Brass eyelets. Yellow laces, leather counters. Exclusive Jack Riley Signature tempered steel blades. Full sizes 5 thru 13. Specify size.

65 B 0510K—Men's Model. Shpg. wt. 4 lbs....10.88

**JACK RILEY BOYS' HOCKEY SKATES.** Same as above, in Full sizes 11 thru 4. Specify.

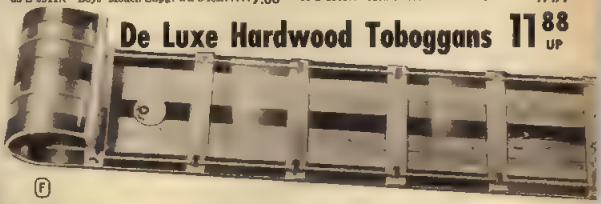
65 B 0511K—Boys' Model. Shpg. wt. 3 lbs.....9.88

**Ⓓ JACK RILEY World Champion Registered HOCKEY SKATES.** The finest! Moderately priced! Jack Riley's Personal Professional model all new black box toe hockey skates with Professional tendon guard.

Features extra heavy top grain elk leather. Top facings with large sized double clinched brass eyelets. Full leather lined. Arch support counters. Professional helmet box toe. Heavy Littleway oak sole construction. Leather insole. Exclusive Jack Riley Personal model tempered steel polished nickel plate blades. Each pair matched and with registered numbers on plates. Packaged in colorful gift box. Specify: Full sizes 5 through 13. Shpg. wt. 4 lbs. 9 oz.

65 B 0509K—Men's Model. No money down.. 17.77

## De Luxe Hardwood Toboggans 11.88 UP



Ⓕ

Ⓔ

**Personal Skating Rink**

16.99 UP

Ⓖ

**Ⓔ ALUMINUM SKATING RINKS.** Easy, quick and safe way to winter fun! Your personal skating rink assembles in jiffy . . . just join two ends together, fit-in plastic liner, fill with water . . . then skate! Safe edge. Plastic liner

20-Ft. diameter. 6" wall. Wt. 13 lbs.

65-B7401H—No money down..... 16.99

24-Ft. diameter. 8" wall. Wt. 19 lbs.

65 B 7402H—No money down..... 22.88

32-Ft. diameter 8" wall. Wt. 36 lbs.

65 B 7403R—No money down ..... 39.88

**Ⓕ DE LUXE TOBOGGANS.** Made from the best quality Northern Adirondak White Ash. Finished in high quality hot marine clear varnish. Runner slats walnut stain finished. All Cadmium plated hardware. Durable all-screwed construction with one-piece heavy, strong yellow polyethylene rope for hand grip. Fine quality—at amazingly low prices! Choice of three sizes

65 B 8452R—4' 11" long. Shpg. wt. 14 lbs.... 11.88

65 B 8453R -6' Toboggan. Wt. 20 lbs..... 15.88

65 B 8454R -8' Toboggan Wt. 26 lbs..... 18.88

**Ⓖ TOBOGGAN CUSHIONS.** American-made! Waterproof vinyl cover with brass grommets and strong web ties. Filled with 80% cotton linters, 20% rayon, all felted material. Bias bound. 13½" wide. Wipes clean with a damp cloth.

Pad for 4' 11" Toboggan.

65 B 8455H—Shipping weight 5 lbs.....3.99

Pad for 6' Toboggan

65 B 8456R—Shipping weight 7 lbs..... 4.99

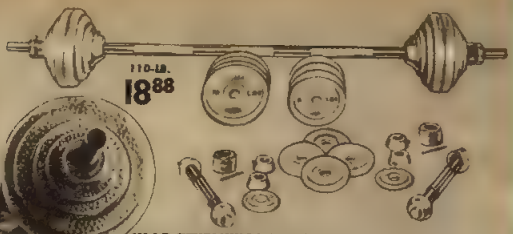
Pad for 8' Toboggan.

65 B 8457H—Shipping weight 12 lbs.....6.99

# Mr. Universe of 1960 uses and recommends these Bar-Dumbbell sets

Billard sets

## Build your body and improve your timing



110-LB. 18.88

**110-LB. REVOLVING BAR-DUMBBELL SET.** Best seller. Weights adjust 15 to 100 lbs. 5-ft. steel bar with knurled, chrome sleeves. 4 collars; two 14" dumbbell bars, 2 chromed sleeves. 4 collars With manual FOB N J.
65 B 9200F—29-piece set. Shpg. wt. 112 lbs. **16.88**

**31-PC. 150-LB. BAR-DUMBBELL SET.** As above, but weights adjust from 15 to 150 lbs With training manual
65 B 9201F—31-piece set. Shpg. wt. 162 lbs. FOB N.J. **23.88**

**210-LB. BAR-DUMBBELL SET.** As above, but weights adjust from 15 to 200 lbs Often used by pros FOB N J.
65 B 9202F—33-piece set Training book. Wt. 212 lbs. **35.88**

**60-LB. BARBELL SET.** As above, but no dumbbell bars. Weights adjust 15 to 60 lbs With manual. FOB N.J.
65 B 9203F—19-piece set. Shpg. wt. 62 lbs. **12.88**

6.88

3.77

13.33

4.99

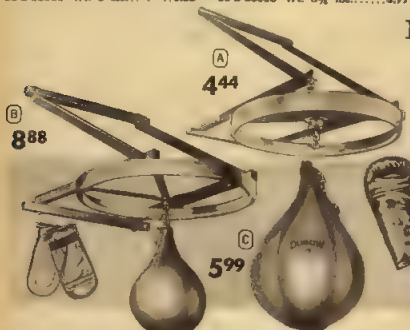
**WHITELY 6-WAY DELUXE EXERCISE SET.** A complete home gym Makes a bar-bell combination 5-cable chest pull, rowing machine wall pull, one arm dumbbell, hand grips.
65 B 3301S—Wt. 8 lbs. **5.88**

**WHITELY JUNIOR EXERCISE SET.** Contains complete equipment for body building Pair of hand grips, 2 strand chest pull, 3 nickel plated springs, bars for barbell and hardware
65 B 3303S—Wt. 3½ lbs. **3.77**

**ROWING MACHINE.** Tones the arms, legs, back and abdominal muscles All steel platform, form fitting seat 3 tempered 13" springs Non-stretch strap about 48" long. FOB Ill.
65 B 3501F—Wt. 17 lbs. **13.33**

**EASY-WAY GYM BAR.** Adjustable steel bar with rubber end pads fits any doorway from 25 to 38" wide Installs in seconds without screws or tools. Will support 250 lbs Wt. 3 lbs.
65 B 9004S **4.99**

## Big savings on top quality boxing equipment



**A PRO MODEL STRIKING PLATFORM.** Heavy gauge 22" diam. formed steel rebound ring, rubber cushioned smooth hardwood cross brace, back frame With socket ball and hook swivel. Shpg. wt. 11 lbs. FOB Pa.
65 B 9003F **4.44**

**B COMPLETE PUNCHING BAG OUTFIT.** 22" heavy gauge steel platform, hardwood frame, hook swivel Pebbletex rubber coated bag, twill lined, with needle Vinyl mitts Shpg wt. 12 lbs FOB Pa.
65 B 9002F **8.88**

**C DELUXE STRIKING BAG.** Full size, 6-panel bag of select tan cowhide leather Has rolled leather binding, triple welted seams Large flap protects bladder Strong hanging loop Rawhide lacing, needle Wt. 11½ lbs.
65 B 8816S **5.99**

**D EVERLAST JR. BOXING GLOVES.** Pro style of strong Everhide with full pocket and reinforced thumb Endorsed by Jack Dempsey
**Ages 3-7. Set of 4.**
65 B 4102S—Wt. 2 lbs. **4.66**
**Ages 8-14. Set of 4.**
65 B 4103S—Wt. 2½ lbs. **5.44**

**E MOOSEHEAD-WHITELY POWER TWIST.** Ingenious body builder develops and strengthens back and shoulder muscles Broadens chest, develops hands, wrists and forearms Steel. Wt. 4½ lbs.
65 B 3302S **4.66**

## REAL JEEP RIDER

with authentic square fenders . . big bumpers . . deep tread tires . . specially kind to floors or furniture since it's flexible plastic

**$2.99**

Think of all the fun your youngster will have driving this Jeep rider. Plastic steering wheel easily guides front wheels left or right. And it's every bit as sturdy as it looks . . colorful, break-resistant plastic body over strong steel frame. Large, comfortable seat over rear wheels.

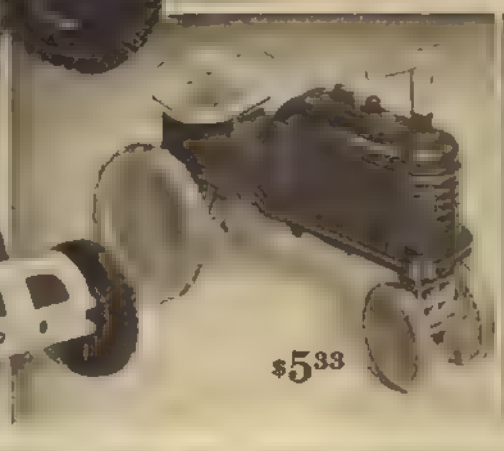
Dummy grill and headlights. 5½-inch plastic wheels. Over all 23½ inches long. 9 inches from floor to seat.

79 N 5481C—Shipping weight 5 pounds ..... $2.99

**$4.22**

**Scot Car Rider.** Real steering has backrest, foot mounts and crash bumper. Rugged steel frame. Sleek body styling of break resistant polyethylene. 5½ inch plastic wheels. Over all 29 inches long. 8 inches from seat to floor.

79 N 5462C—Shipping weight 6 lbs. . $4.22



**$5.33**

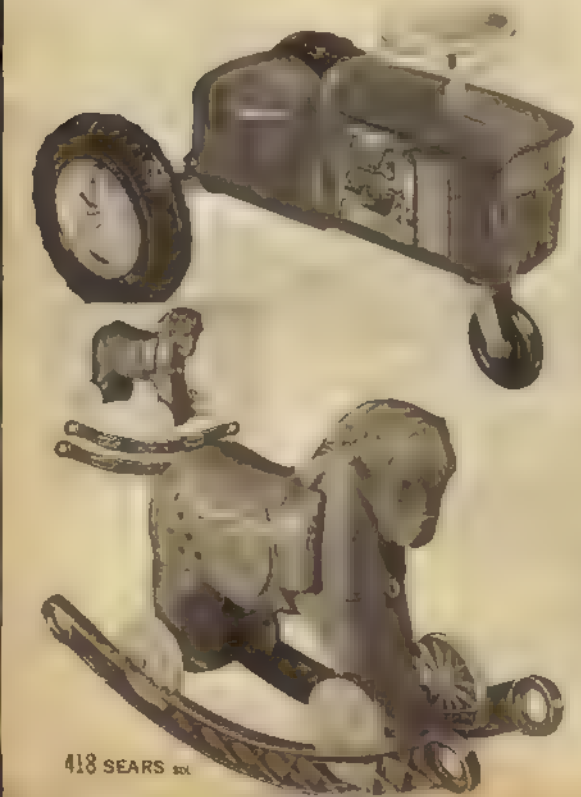
**Tractor Rider.** Constructed of scratch and break resistant polyethylene plastic. No sharp edges. Authentic tractor detail molded into red body. 4-inch wheels in front, 7 inch rear. 10 inches from floor to seat. 20 inches long.

79 N 5436C—Shipping weight 5 lbs. $5.33

**$4.22**

**Locomotive Rider.** Clanging bell and gay red body are sure to make this engine a favorite with pint size engineers. Made of durable, rugged polyethylene that won't scratch or mar. Has rear 5-in. wheels. Measures 13 in. from floor to seat. 25 in. long.

79 N 5411C Shipping weight 5 pounds $4.22



### Break-resistant Ride-'em Tractor

**$3.99**

Bright yellow steering wheel guides front wheel easily. Red body with silver-color trim. Made of heavy, durable polyethylene plastic with steel parts. 9-inch black rear wheels mounted on steel axles. 22 inches long, 10½ inches from floor to seat. Simple assembly instructions included.

49 N 5278—Wt. 5 lbs.....$3.99

### Change from Rocker to a Rider

**$5.98**

Your rocker is 31 inches long, 18 inches high, seat 14 inches from floor. Rockers are easily removed and the rider is 19 inches long, 15½ inches high, seat 11½ inches from floor. Steers left or right. Sturdy, break resistant red and yellow polyethylene plastic 4½-inch wheels with steel axles.

79 N 7562L—Wt. 7 lbs...$5.98

**$3.69** **$5.98**

### So colorful, lifelike and lovable

**Spunky.** Scoots in any direction simply insert the clear Lucite plastic casters. Ease of maneuverability makes a spirited companion for any toddler to ride the range with. Scratch and heat resistant red plastic. 21 inches long. Height saddle to floor 9 inches. Shipping weight 3 lbs.

49 N 7561 . . $3.69

**Pluto.** A faithful reproduction of Walt Disney's flop-eared cartoon character. Beautifully molded nearly unbreakable all weather yellow plastic. Takes plenty of rough play. Legs sturdily mounted on casters so youngsters can sit 'n walk or ride. 25 in. long. Saddle 13 in. from floor. Wt. 4 lbs.

79 N 7547L . . . . .$5.98

1 $9.88 17½ inches high

$21.88 25 inches high

2 $19.98 22½ inches high to $27.95 28½ inches high

## *Corral a bouncy* WONDER® HORSE

### With Hard Plastic Body

1 Saddled up, ready for a galloping good time, these golden-brown spring-mounted palominos are rugged enough for years of happy riding. Molded plastic bodies resist breaking bounce on steel frames 2 larger sizes have reins. Easy to assemble

**25-in. saddle height.** For ages 1–7.
79 N 7541L—Shipping wt. 20 lbs. $21.88

**22-in. saddle height.** For ages 1–7
79 N 7511L—Shipping wt. 16 lbs. $16.88

**17½-in. high.** Ages 1–3 only
79 N 7531C—Shipping wt. 11 lbs

### With Soft Vinyl Body

2 So lifelike to touch, young owners love to pat these dashing pintos. Legs individually shaped (not molded together). Western saddles, removable reins and bits Heavy tubular steel frame Assembles easily

**26½-in. saddle height.** Sent freight (rail or truck) or express. Age 1–7.
79 N 7533N—Shpg. wt. 32 lbs. . $27.95

**24½-in. saddle height.** Age 1–7.
79 N 7548L—Shpg. wt. 27 lbs. . . $24.50

**22½-in. saddle height.** Age 1–7
79 N 7549L—Shpg. wt. 22 lbs. . . . $19.98

## Ducky Plastic Shoo-fly

$10.98

Quack quack! The Duckmobile is ready to delight baby with a bouncing, rocking ride. Floating spring-action suspension, enameled hardwood rockers for plenty of action. Amusing duck is smooth, full-molded plastic, finished in pastel blues and pinks. Tray and play beads. Adjustable safety belt Rustproof hardware. 20 in. high, 33 in. long. Easy to assemble.
79 N 7543L—Shipping weight 12 pounds . . . $10.98

$7.49 $2.49

### Buckaroo Shoo-fly

Four coil springs are the secret of Bucky's lively action He's gentle enough for the smallest tenderfoot . . high Masonite Presdwood sides, wide seat keep a baby snug in the saddle. Hardwood seat and footrest, removable steambent rockers, play tray. Gay four-color pony design. 16½ inches high. Easy to assemble.
79 N 7552L—Shpg. wt. 12 lbs. $7.49

### Gentle Ding-dong Rocker

Just 4½ inches from floor to seat, this funny little pony is sized just right to be baby's first rocking horse. Cheerful jingle bell on nose rings add to the fun. Hand grips on head Smoothly sanded wood in natural finish, with brown-spotted pinto markings painted on. Red trim. 19 in. long. Easy to assemble.
49 N 7997—Wt. 3 lbs. 12 oz. . $2.49

## Meet Rockaway, the Happi-Time Rocking Horse

$6.49

A favorite in the rockinghorse races—he's so handsome, so thrifty. Bright white body of molded fiber. Red saddle and bridle, blue blanket in baked enamel finish. Sturdy hardwood rockers Saddle ht. 13½ in. Assembles easily.
79 N 7524C—Shipping weight 6 pounds. . . . . $6.49

$12.88

### Horse and sulky . . pedals like a bike

A few brisk pumps on the pedals, and he's off and running. Young rider sits on plastic bucket seat, guides the dappled horse by steel loop on saddle. Leg length adjusts 12 to 16 inches. Steel frame, rugged plastic horse in brown and white, red plastic seat. Steel 6¾-in. rear wheels, 4¾-in. front wheels roll smoothly on rubber tires. 34x19 in. high. Easy to assemble
79 N 8619C—Shipping weight 11 pounds . . . . . $12.88

# Play better golf with Spalding or Burke Clubs

Barber 8 irons **49.88**

Jones **72.50** 8 irons

New design "Kro-Flites"

Barber 3 woods **25.88**

Jones **53.88** 4 woods

Brand new Set of 2 woods **15.88**

Set of 5 Irons **26.66**

**SPALDING "JERRY BARBER" MATCHED CLUBS.** Built for years of satisfactory service. **The Woods** have resin-sealed persimmon heads with natural face, fiber inserts, super sole plates. **The Irons** feature triple-chromed mild steel heads with sandblasted faces, straight line scoring. **All clubs** have red leather grips and "Power Action" chromed shafts. Right-hand clubs only

**Set of 4 Woods** (1-2-3-4).
**65 B 2109H** Shpg. wt. 8 lbs. ..... **$34.88**
**Set of 3 Woods** (1-3-4).
**65 B 2110H** Shpg. wt. 6 lbs. ..... **$25.88**
**Set of 8 Irons** (2 thru 9).
**65 B 2111H** Shpg. wt. 10 lbs. ..... **$49.88**
**Set of 5 Irons** (3-5-7-9-P)
**65 B 2112H** Shpg. wt. 7 lbs. ..... **$29.88**

**SPALDING "ROBERT JONES" MATCHED AND REGISTERED CLUBS. Woods:** New dark walnut resin-seal persimmon heads with natural face, red white high-impact face insert, super sole plate. **Irons:** Low-gravity-center design triple-chromed head, sandblasted face; contoured back; straight line scoring; reverse-threaded head. **All:** Step-tapered "power play" shafts, leather grips. Right hand

**Set of 4 Woods** (1-2¾ 3¼-4¼)
**65 B 2102H** Shpg. wt. 8 lbs. ..... **$53.88**
**Set of 3 Woods** (1 2½-3¼)
**65 B 2103H** Shpg. wt. 6 lbs. ..... **$39.88**
**Set of 8 Irons** (2 thru 9)
**65 B 2104H** Shpg. wt. 10 lbs. .... **$72.50**
**Set of 5 Irons** (3-5-7-9-P).
**65 B 2105H** Shpg. wt. 7 lbs. ..... **$45.88**

**NEW SPALDING TEE-FLITE CLUBS** for **men and women.** Popular priced models in matched registered sets with step-tapered chrome-plated shafts, streamlined club head design, all-weather black/gold cork rubber grip. **Woods:** Cherry tone resin-seal persimmon head with black/white face insert, super sole plate. **Irons:** Streamlined back contour, deep sandblasted face with straight line scoring, impact-centered weight distribution. Right hand only. No money down!

**Set of 2 Woods** (1 3)
**65 B 2119H** Men's, 43" shaft. Wt. 4 lbs. ... **$15.88**
**65 B 2121H** Women's, 42" shaft. Wt. 4 lbs. . **15.88**
**Set of 5 Irons** (3-5-7-9-P).
**65 B 2120H** Men's, 38⅜" shaft. Wt. 7 lbs. ... **$26.66**
**65 B 2122H** Women's, 37⅝" shaft. Wt. 7 lbs. **26.66**

## New! Poly-Powered woods wear like steel

- Anvil-tested, virtually breakproof
- 4 times tensile strength of wood
- Unaffected by heat, cold, dampness

**NEW SPALDING "ROBERT T. JONES, JR." POLY-POWERED WOODS.** Precision-molded new terpolymer compound wood head with high gloss ebony finish; high-impact nylon face insert; leather grip. Wt. 8 lbs. No Money Down.
**65 B 2118H** Set /4 (1-2½-3½-4½) . **$78.88**

New! 4 woods **78.88**

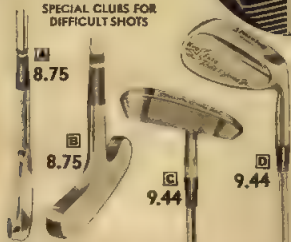
6 irons **54.88** Burke

Burke 3 woods **37.44**

Chick Harbert

Perfectly balanced and matched sets

**SPECIAL CLUBS FOR DIFFICULT SHOTS**




**A DOUBLE FACED CHIPPER.** For chip and run and "impossible" lies. Plays right or left handed. Shpg. wt. 2 lbs.
**65 B 5858H** ..... **$8.75**

**B HAWKEYE PUTTER.** Rocker sole fits all terrain. Bronzed head. Plays right or left handed. Shpg. wt. 2 lbs.
**65 B 5857H** ..... **$8.75**

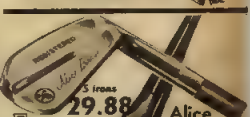
**C JONES "KRO-FLIGHT" PUTTER.** Center shafted; sandblasted face; leather grip. Plays right or left [illegible] wt. 2 lbs. . **$9.44**

**D JONES "KRO-FLITE" MATCHING WEDGE.** Forged carbon steel head; power-play tapered shaft. Right hand.
**65 B 2113H** Wt. 2 lbs. .. **$9.44**

**E BURKE BOMBER CLUBS.** Chick Harbert endorsed. **Woods:** Seasoned, treated prime persimmon heads in cherry Durovar finish. **Irons:** Chromed head, straight line scoring, sandblasted face. **All clubs,** True Temper Rocket shaft; molded, marked grip. Registered; guaranteed. Specify right or left hand. No Money Down
**Set of 4 Woods** (1-2-3-4).
**65 B 5843H** Shpg wt. 6 lbs. .. **$49.88**
**Set of 3 Woods** (1-3-5).
**65 B 5845H** Shpg wt. 5 lbs. . **$37.44**
**Set of 9 Irons** (2 thru 9, wedge).
Shpg wt. 12 lbs.
**65 B 5847H** .No money down! **$82.88**
**Set of 6 Irons** (3-5-7-9-wedge, putter)
Shpg wt. 8 lbs.
**65 B 5849H** No money down! . **$54.88**

**F ALICE BAUER BURKE CLUBS.** Same fine features as Burke Bomber men's clubs above, except scaled and weighted for a woman. Perfectly matched set, registered and guaranteed. Specify right or left hand
**Set of 3 Woods** (1-3-4).
**65 B 5872H** Shpg. wt. 5 lbs. .. **$26.88**
**Set of 2 Woods** (1-2).
**65 B 5874H** Shpg. wt. 4 lbs. . **$17.88**
**Set of 5 Irons** (3-5-7-9-P).
**65 B 5878H** Shpg. wt. 7 lbs. ... **$29.88**

5 irons **29.88**




Alice Bauer

3 woods **26.88**

Order Blanks, Page 354

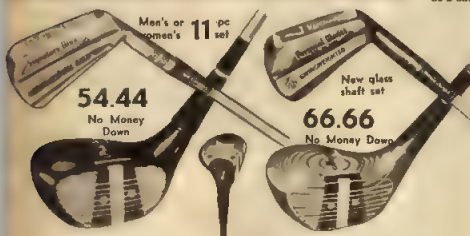
# Big savings on pro-endorsed golf sets

**A KROYDON TOMMY BOLT DE LUXE CHAMPIONSHIP SET.** Top quality matched, registered set autographed by Tommy Bolt. **Woods:** Red cherry Dur-O-Lon finish, white/black fiber face insert; 1-pc. sole plate. **Irons:** Chrome-plated new forging; pointed-toe deep-faced blade; sandblasted face; straight line scoring. **All:** Medium flexed, chromed shaft; leather grip. Pipe organ vinyl golf bag; 14 compartments, detach. hood, umbrella holder. Set of 5 leather head covers. Clubs include 3 woods (1-3-4), 8 irons (3, 4, 5, 6, 7, 8, 9 and putter).
65 B 1102R—Right-hand only. Wt. 22 lbs. No money down ..... 78.88

**B SPORTSMAN MATCHED SETS. Woods:** Walnut-finish persimmon; fiber face insert; straight line scoring. **Irons:** Diamond-back head, new knurled hosel; sandblasted face. **All:** Steel step-down shaft; Golf Pride traction grip. Plus 9-club oval bag, 2 head covers, 3 Beuld center balls, 12 tees. Clubs include 2 woods (1-3), 5 irons (3-5-7-9-P).
65 B 1100H—Bobby Brooks men's right-hand set. Wt. 14 lbs ..... 36.88
65 B 1101H—Pat Dickson women's right-hand set. Wt. 14 lbs. ..... 36.88

**C JACK AND LADY THOMPSON SETS. Woods.** Natural face, fiber face insert. **Irons:** Flange back; sandblasted face. **All:** step-down shaft; leather grips. Clubs include 2 woods (men's 1-3, women's 2-3); 5 irons (3-5-7-9-P). Plaid oval bag. Right hand only

65 B 8806H—Men's 8-pc. set with bag. Wt. 12 lbs 8 oz ..... 32.88
65 B 8807H—Women's 8-pc. set with bag. Wt. 12 lbs ..... 32.88
65 B 8808H—Above Men's 7-pc. set (no bag) Wt. 9 lbs ..... 28.88
65 B 8809H—Above Women's 7-pc. set (no bag). Wt. 8 lbs. 8 oz ..... 28.88



**PETE COOPER AND JACKIE PUNG.** Matched, registered, balanced set with Northwestern Gold Label-Flex shaft, calfskin grip with hand-positioning rib guide. **Woods:** Top grain persimmon head in weatherproof mahogany finish, balanced sole plate. **Irons:** Precision-balanced, triple-chromed diamond frame; sandblasted face, straight line scoring. Sets include 3 woods (1-3-4), 8 irons (2 thru 9). Right hand only.
**Pete Cooper Men's Set.** Shipping weight 16 lbs
65 B 0109H—No money dn. 54.44
**Jackie Pung Women's Set.** Shipping weight 16 lbs.
65 B 0110H—No money dn. 54.44

**NEW MARTY FURGOL PERSONAL SET.** Matched, registered. New Shakespeare Wondershaft of 100% Fiberglas feels like hickory, plays like steel less torsion, no shock, faster recoil for longer drives, longer contact with ball for more accuracy. Automatic hand-positioning on calfskin grip. **Woods:** Kemo-Weld laminated head in weatherproof finish, balanced sole plate. **Irons:** Maximum power impact, no toe vibration due to back of-blade weight distribution. Incl 2 woods (1-3), 5 irons (3-5-7-9-P). Right hand only. Play better golf with these new fiber glass clubs.
Shipping weight 9 lbs.
65 B 0112H—No money dn. 66.66

**GEORGE FAZIO STARTER SET** Registered, matched set includes 2 woods (1-3), 5 irons (3-5-7-9-P) **Woods:** Weatherproof ebony-finish persimmon; natural face with scarlet fiber inlay; balanced sole plate **Irons:** Triple chrome plated, straight line face scoring. **All:** True Temper Par step-down shaft; red molded grip. **Plus** 3-stay, 11-club-capacity, 2-pocket red plaid golf bag, 3 balls; 2 club-head covers, pkg tees. **Right hand only** An outstanding value!
Shipping weight 12 lbs.
65 B 0111H—No money dn. 34.88

## Give the young ventriloquist a professional-type dummy

### 32-in. Jerry Mahoney

**$18.98** (in tuxedo)

Have fun, amaze friends with professional skills. Control his eyes, mouth, head separately. Instructions tell how to "make Jerry talk." Expertly made with break-resistant plastic head, painted hair. Fiberboard torso, cotton-filled legs, arms, vinyl hands. Stores away in corrugated valise.

[1] **With movable eyes, wears tuxedo** with sewn-on shirt-front, pants, tie, shoes
49 N 3589—Wt. 4 lbs....$16.98

[2] **With movable eyes, in cotton gabardine suit** (sewn-on shirt front, tie, shoes).
49 N 3591—Wt. 4 lbs....$17.29

**With stationary eyes, in suit.**
49 N 3588—Wt. 4 lbs....$11.79

### 24-in. Dummies

**$5.88** (Jerry Mahoney)

[3] **Jerry Mahoney.** Mouth opens with string manipulation. Movable vinyl head; cotton-stuffed body. Dressed in cotton gabardine suit with sewn-on shirt front, tie, shoes. Instruction book included
79 N 3594C—Wt. 3 lbs...$5.88

**$5.88** (Knucklehead)

[4] **Knucklehead.** Jerry's sidekick. Movable vinyl head; cotton-stuffed body. Mouth moves by string manipulation. Dressed in a cotton jacket with sewn-on shirt-front, pants, tie and shoes.
79 N 3540C—Wt. 3 lbs....$5.88

### Speak to Little Miss Echo **$19.88** ..repeats everything you say (without batteries)

Teach her songs, rhymes, prayers or converse with her. Electronic voice uses 2 "D" batteries and one 9-volt transistor battery (order below). She listens, plays back at the turn of doll's knob. 3-transistor circuit with continuous magnetic tape. Tape erased automatically as you record again. 30 in. tall. Wears cotton dress, undies, has go-to-sleep eyes. Sturdy plastic with jointed arms and legs, turning head. Rooted Saran hair.
79 N 3682M—Doll only. Shpg. wt. 8 lbs.....$19.88
79 N 4660—"D" battery. Wt. 4 oz. Each 16¢; 4 for 60¢
79 N 6417M—9-volt transistor battery. Wt. 4 oz. Ea. 45¢

[5] **8-in. Betsy McCall...** walks, sits, kneels. Hard plastic creamy bisque finish. Jointed body, moving eyes. Smooth Saran hair wig to set. Dressed in chemise, socks and shoes. (Order extra outfits for her below and at right).
49 N 3002—Wt. 8 oz. **$1.72**

[A] **Pajama Party.** striped cotton 2 pc. pajamas, embossed cotton robe.
49 N 3844—Wt. 6 oz. **89¢**

[B] **Party Pretties.** Cotton velvet skirt. Blouse, panties, shoes, socks.
49 N 3858—Wt. 6 oz. **$1.39**

[C] **School Time...** cotton jumper over striped romper. Shoes, socks.
49 N 3857—Wt. 6 oz. **$1.39**

[D] **Shopping spree...** checked gingham dress. Matching coat lined in red. Black beret. Shoes, socks.
49 N 3849—Wt. 6 oz. **$1.79**

[E] **Wedding Day...** white rayon satin brocaded dress. Veil, bouquet, panties, half slip under dress, slippers.
49 N 3824—Wt. 6 oz. **$1.69**

[F] **Prom Time...** nylon formal with attached stole; panties; slippers.
49 N 3884—Wt. 6 oz. **$1.84**

## 22-inch Betsy McCall

Fully jointed arms, legs and turning head—her wrist, waist and feet are also jointed to enable you to pose her 1001 ways

The delightful little miss featured monthly in McCall's Magazine. Expertly made of durable, lightweight molded plastic with glamorous, rooted Saran hair. Bright go-to-sleep eyes.

[6] **In Ballerina Outfit...** stunning rayon satin bodice, bouffant tulle tutu. Cotton leotard, slippers.
79 N 3681C—Wt. 3 lbs.....$9.98

[7] **In Plaid Dress...** charming cotton flannel with linen-trimmed yoke and matching cuffs. Black cotton knit leotards, shoes.
79 N 3680C—Wt. 3 lbs.....$8.98

## Girls of all ages love the enchantment this BOUDOIR DOLL lends their room

26-inch glamorous doll is dressed in a full-length rayon satin gown with tulle overskirt that sweeps way out when she's seated on your bed or dresser. Wears high heels. Arrange her rooted acetate hair. Cotton fabric body stuffed with cotton. Plastic head, arms, legs sewn to body. Painted features.

379 N 3043C—Shipping weight 3 pounds . . . . $5.98

$5.98

## She sits, tilts her head; moves her arms and legs

**20-in. Kewpie Doll.** Pinch her soft vinyl arm, hear her coo. Her jointed body poses 101 different ways. Vinyl head has painted features; molded plastic body, legs allow her to stand alone. Cotton dress, panties, patent leather shoes, rayon socks.

49 N 3538–Shpg. wt. 2 lbs. 4 oz. $5.98

**13-in. Doll** (small views). Wears cotton sunsuit, socks and shoes.

49 N 3542–Shpg. wt. 1 lb. 2 oz. . $2.79

## 3 Tiny Babies on Pillows are great stocking stuffers

Set of 3 soft, 8-inch dolls love to show off their many poses . . they change positions with just a flip of the hand. So lightweight a baby can hug them. Their cute vinyl faces have painted features. Their hands are also made of vinyl. Cuddled in cotton flannel bunting in assorted pastel colors. Imported from Japan.

Shipping weight 7 ounces.

49 N 3262. . . . . Set $2.59

$4.89

## Doll wriggles like a new born baby while Swiss music box plays

12-inch infant almost seems alive! Wind the key in back . . imported music box inside her body plays Brahms' Lullaby. See how realistically her body moves—just like a real baby's. She can hold her tiny toes in her hand, her thumb in her mouth. Her clenched fists and toes are beautifully detailed. Made from vinyl plastic, her arms and legs are jointed, her head turns and has "go-to-sleep" eyes. You can comb her rooted Saran pixie style hairdo. She wears an adorable cotton sleeper.

49 N 3268—Shipping weight 1 pound. . . . . $4.89

[2]

$5.98

## Slender Doll . . Outfits for 14 to 21-in. dolls

[1] **Vinyl Doll.** Saran hair, sleepy eyes, undies, shoes. Fun to sew for or dress with gowns shown.

49 N 3460—13-in. Wt. 1 lb. . $3.98
49 N 3461—18-in. Wt. 2 lbs. . 4.98
49N3462–20-in. Wt. 2 lbs. 8 oz. 5.98

**Extra clothes.** Wt. each 14 oz.

[A] **Ballerina.** Nylon tutu, panties, nylon hose, slippers.

49 N 3464—14 to 15 in. . . . $1.79
49 N 3465—18 to 19 in. . . . 2.39
49 N 3466—20 to 21 in. . . . 2.69

[B] **Nylon Bridal Dress.** Sash, veil, panties, nylon hose, slippers and shoes.

49 N 3481—14 to 15 in. . . . . $2.98
49 N 3482—18 to 19 in. . . . . 3.59
49 N 3483—20 to 21 in. . . . 3.89

[C] **Coat, Hat, Muff.** Rayon plush with rayon lining.

49 N 3363—14 to 15 in. . . $1.98
49 N 3364—18 to 19 in. . . 2.39
49 N 3365—20 to 21 in. . . 2.57

[D] **Woven Red Cotton Coat** has tatting trim. Beret hat.

49 N 3474—14 to 15 in. . . $1.49
49 N 3479—18 to 19 in. . . 1.59
49 N 3480—20 to 21 in. . . 1.79

## Pony-tailed Playmate walks when guided

[2] 19-inch vinyl doll has go-to-sleep eyes and a cute, turned-up nose. Arrange her pretty plastic hair in all the latest styles. Her arms, legs and head jointed to move easily. She walks when you guide her with your hand. Green cotton blouse and print slacks; shoes and socks. Her extra party outfit is an embroidered cotton pique dress, rayon panties.

49 N 3688—Shpg. wt. 2 lbs. $5.98

## Angela Cartwright . . TV and Movie Star

[3] 15-inch Angela's sure to please. Her look-alike plays "Linda" on the Danny Thomas show. Plastic doll is jointed, her eyes go to sleep. Has rooted acetate hair in long pony tail. White nylon pinafore tops checked cotton dress. Panties, shoes, socks.

49 N 3362—Wt. 1 lb. 8 oz. . $3.98

[3]

$3.98

# Snuggle Favorites

## . . . for children of all ages

**A V.I.P. POOCH** is a very important pup to any youngster. He's a shaggy French Briard made of fluffy white Dynel modacrylic—can be combed, curled and brushed just like a real dog. Stuffed with lightweight cotton. 20½ in. tall. He wants a loving master

X 921-2630 A—Wt. 4 lbs. 6.88

**B THE CULTURED VULTURE** peers quizzically from any perch his wired feet can grasp. Black delustered rayon plush with purple felt accents to give him a properly ghoulish yet appealing appearance. Cotton-stuffed. About 14 in. high

X 921-2655 A—Wt. 2 lbs. 2.44

**C POLL THE PARROT** is a colorful caricature that's bound to steal the heart of every child. Her wired felt feet allow her to be placed in various perching positions. Made of lustrous rayon plush with bright cotton felt accents. Cotton-stuffed. Green. 10 in. high

X 921-2697 A—Wt. 2 lbs. 2.44

**D OLLIE THE OWL** winks wisely from his perch atop bed or bookcase. Of fluffy rayon plush in beige/brown combination—has felt features, wired feet, elastic dangle. 10 in. high. A knowing companion.

X 921-2689 A—Wt. 2 lbs. 2.44

**E CLARENCE CROW** opens his mouth wide to display a pilfered "watch." Of black rayon plush, yellow felt. Wired feet—elastic dangle on head. 10 in. high.

X 921-2648 A—Wt. 2 lbs. 2.44

**G WILD MONKEY** swings from his wired arms and legs in almost any position a child could imagine! Made of lustrous rayon plush, stuffed with cotton. 22 in. long. A droll addition to a playroom "zoo."

X 921-2705 A—Wt. 2 lbs. 2.99

**H GIANT MONKEY** has wired hands and arms that adjust to any position. Soft vinyl face, hands, shoes—deep-pile rayon plush body. Cotton stuffing. Beige only. Measures 26 in. tall.

X 921-2788 A—3 lbs. 8 oz. 4.88

**J THE IMPECCABLE CAT** sits demurely on a child's bed—she's all cuddly rayon plush, with a satin ribbon bow around her neck. Felt eyes, lashes. Orchid/white combination. 24 in. tall.

X 921-2804 A—3 lbs. 8 oz. 4.44

**K COCKER SPANIEL** with a winsome face to win any child's heart. Made of rayon plush with floppy high-pile ears, satin bow, felt features. Beige/brown/white combination. A big 23½ in. tall.

X 921-2812 A—Wt. 6 lbs.* 7.77

**L BIG PERKY PEKINGESE PUP** is so lovable. He's made of soft rayon plush. With button eyes, nose, contrasting rayon satin ribbon collar. Brown. About 21 in. long.

X 921-2762 A—5 lbs.*... 7.44

Same, but 15-in. long

X 921-2770 A—3 lbs. 8 oz. 4.99

**M FLOPPY POOCH** to plop comfortably almost anywhere—a delightful sleepy-time companion. Made of lofty rayon plush with pompon nose, plastic eyes, felt features. Ribbon bow at neck. Soft cotton stuffing. Gold color only. 24 in. long. A toy that no youngster can resist!

X 921-2663 A—Wt. 4 lbs..... 6.66

Same, but 14 in. long.

X 921-2671 A—Wt. 1 lb. 12 oz. 2.99

**N SLEEK PANTHER CUB** is completely tame, wonderfully lovable. He's made of rich black delustered rayon plush with shining gilt nose and whiskers, green eyes, ribbon bow at neck. Cotton-stuffed. 18 in. long

X 921-2747 A—Wt. 3 lbs..... 3.99

Same, but 13 in. long.

X 921-2754 A—Wt. 2 lbs..... 1.99

**P RECLINING LEOPARD.** Sprawls realistically in bedroom or playpen. Expressive green eyes—lifelike felt features. Of rayon plush with gilt-tooled "rajah" collar. Leopard print. 19½ in. long.

X 921-2739 A—Wt. 2 lbs. 4 oz. .4.88

**R NOSY BLOODHOUND** is a friend to young and old alike—he's made of fluffy rayon plush, stuffed with soft cotton. Felt features. Long tongue, furrowed brow, oversized feet. Red collar. 17 in. long. An ideal pal

X 921-2713 A—Wt. 2 lbs. 4 oz.. 4.77

Same, but 12 in. long

X 921-2721 A—Wt. 2 lbs. . .2.22

**S COUNT FOX** is sly and roguish—will charm his way into your child's heart! He's made of shaggy red-and-white rayon plush—sports a gay felt collar and top hat. Secure locked-in eyes. 21 in. long, 12 in. high. Order one today

X 921-2820 A—Wt. 1 lb. 11 oz. 4.44

**T JOLLY SANTA CLAUS** for play or Christmas display—he's big and soft, beautifully detailed. With life-like soft vinyl face, mittens and boots—shiny plastic belt. Red rayon plush costume—white rayon plush borders, beard. A big 20 in. tall. He makes a great gift

X 921-2796 A—Wt. 2 lbs. 8 oz. 2.44

**V FLUFFY FRENCH POODLE** is lively looking, ready for fun. He's made of brushed imported lamb's wool and rayon plush. Lustrous ribbon bow. Glass eyes, button nose. In orchid color only. Measures 13 in. high, 15 in. long.

X 921-2861 A—Wt. 1 lb. 8 oz. .3.77

**W REAL-FUR KITTEN** is ever-popular with the teen crowd. Made of "long hair" rabbit fur—with sparkling glass eyes, embroidered features, rayon satin ribbon around neck. White. 18 in. long. Add 10% Fed. Excise Tax to price

X 921-2853 A—Wt. 1 lb. 4 oz. 2.77

**X THE HAPPY HIPPO** is round and cuddlesome—goes to sleep with a lot, decorates a teenager's room. He's made of rayon plush with felt features, open mouth, rayon satin bow atop his head. Various colors—sorry, there's no choice. 12 in. high, 21 in. long

X 921-2846 A—Wt. 3 lbs. 3.84

Same, but 7 x 14 in. long.

X 921-2838 A—Wt. 1 lb. 8 oz.. 1.99

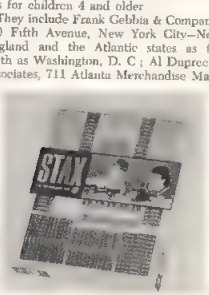
*Semi-mailable—see page 81.

**Toys will be available from this catalog till Sept. 21, 1964.**

### ORANGE PRODUCTS SELECTS REPS FOR ITS STAX CONSTRUCTION SETS

L. W. Schaper, president of Orange Products Inc., Orange, N. J., reports that representatives for nearly all of the United States have been selected to handle Stax, the firm's new line of plastic construction sets for children 4 and older

They include Frank Gebbia & Company, 200 Fifth Avenue, New York City—New England and the Atlantic states as far south as Washington, D. C ; Al Dupree & Associates, 711 Atlanta Merchandise Mart,




Atlanta—all Southern states as far West as Texas, Ree Ron Sales, Inc., 14-121 Merchandise Mart, Chicago—the Midwest, and L. K Curry Company, 2755 S. Zurich Court, Denver -the Mountain states. Mr Schaper said he expects to appoint reps for California, Nevada, Washington and Oregon shortly.

Described by Mr Schaper as an "engineered improvement" of Logstix, the firm's older construction set, Stax features bright plastic parts and a "grip clip" to fasten them together so that houses, other buildings, cars, trucks, roller coasters, trains, monorail systems and other action toys can be built. The current line includes sets retailing at $1 98, $2.98, $4.98 and $7.98, with new ones now being designed

Owned by Mr. Schaper and his partner, Charlie Gentile, Orange Products was started after World War II and is today a leading manufacturer of plastic balls for industry

### CADACO-ELLIS' NEW CATALOG LISTS ALL GAMES NOW IN PRINT

Now available from Cadaco-Ellis, Inc., 1458 Merchandise Mart Plaza, Chicago 54, is a new 12-page, two-color (red and black) catalog which shows all the firm's games currently in print The company makes such items as Tripoley, All-Star Baseball, All American Football, Foto-Electric Football and Bas-ket, among others.

The catalog's first inside cover indicates whether the item is a new game or new edition, serves as a table of contents and carries an age range chart for games; the inside pages graphically illustrate the games and carry pertinent information about them, and the back cover lists catalog numbers, specifications, standard packing details, shipping weights and list prices. Also featured in the catalog is a description of the company's national consumer advertising program for the coming year, including publications to be used.

# Dolly Toy's Goofy "Glass" Mirrors Offer Kids Carnival-Style Fun

The Dolly Toy Company is offering youngsters some carnival fun and a chance to put on their own "sideshows" with two brand new items, the Goofy "Glass" Carnival Mirror (#328) and Goofy "Glass" Tidee-Up (#326).

Durably made to last for years, the Carnival Mirror features an unbreakable polished metal mirror and a colorful 3-D-clown-decorated sturdy wooden frame. The Goofy Gear, an exclusive Dolly Toy feature, changes reflections with a flick of the wrist—from fat to thin, tall to short and many more. A giant sized yet easily toteable 25½" by 16" Goofy "Glass" Carnival Mirror hangs on a wall or stands on the floor and can be set up anywhere.

Illustrated above is Goofy "Glass" Tidee-Up, a regular mirror of unbreakable polished metal that becomes a "crazy" carnival mirror with a simple turn of the knob. Attractively framed with a brightly colored cut-out clown and complete with four wooden clothes pegs, Tidee-Up makes good grooming an enjoyable activity for kids

Both items are individually boxed with a full-color label that doubles as a counter and window display. More information, display ideas and catalog sheets are available by writing directly to Dolly Toy at 320 N. Fourth Street, Tipp City, Ohio.

# Sled Length Easily Determined in Kalamazoo's New "Mark" Series

Sporting a new look for 1963, the deluxe group of sleds made by Kalamazoo Sled and Toys, Inc., now features the new hi-styled and streamlined "Mark" series, constructed of hardwood with bright chrome trim and carrying colorful, eye-catching graphic designs.

According to the company, the "Mark" series idea, long associated with European motor cars, is also a designation of the exact length of the sled. For example Mark 66 is instantly identified as 66" long, thus permitting a salesman to quickly match sled and child size. The four Mark models range from 48" to 60" overall

More information is available by contacting Kalamazoo Sled and Toys, Inc., 844 Crosstown Parkway, East, Kalamazoo, Mich

## BATTERY OPERATED SEWING MACHINE

**KAYANEE**

Automatic clutch for hand operation. Presser foot. Comes threaded ready to sew. Uses 2 standard flashlight batteries (not included). Size: 8 x 4¼ x 6½ inches.

Pkd. 12, wt. 32 lbs.

| No. | | Retail |
|---|---|---|
| 730 | ✱ | $8.00 |

## BARBIE AND ME VANITY SET

**STANDARD PYROXOLOID**

Includes "Barbie" 3-piece dresser set with matching assorted "Barbie" picture backs on mirror and brush, Missy 3-piece dresser set; vanity table with adjustable mirror; and 3-piece compact set. 8 pink, 4 blue.

Pkd. 12, wt. 12 lbs.

| No. | | Retail |
|---|---|---|
| 3450 | ⊛ | $2.00 |

## BARBIE PRETTY UP

**STANDARD PYROXOLOID**

3-piece dresser set. Oval design with assorted picture backs. Satin pearl colors. In display box.

Pkd. 36, wt. 18 lbs.

| No. | | Retail |
|---|---|---|
| 4700 | ✱ | $1.00 |

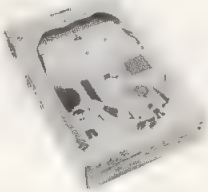
## HAIR DRYER SET

**HASBRO**

For little girls and their dolls, hair-dryer set complete with carrying case and battery operated blower. Includes comb, brush and set of instructions. (Batteries not included). Blows safe, cool air.

Pkd. 6, wt. 16 lbs.

| No. | | Retail |
|---|---|---|
| 1934 | | $4.00 |



## JR. MISS MAKE-UP KIT

**HASBRO**

A deluxe set containing a high-style vinyl washable cosmetic case and loaded with play cosmetic and vanity items. Completely safe and harmless. In a self-service visual package. Size 18 x 11½ x 3¾ inches.

Pkd. 12, wt. 24 lbs.

| No. | | Retail |
|---|---|---|
| 1929 | ⊛ | $3.00 |

## MATEY BUBBLE BATH ASSORTMENT

**HASBRO**

Consists of 8 each of Whale, Submarine, and Buccaneer Gun sets. Each set also includes both liquid and powdered Matey Soap.

Pkd. 24, wt. 14 lbs.

| No. | | Retail |
|---|---|---|
| 1430 | ⊛ | $1.00 |

## GLAMOUR STOLE DRESS UP SET

**NORSTAR**

Contains 10 karat (diamond) set in silvered poly, gorgeous orchid, pop together pearls, and satin lined imitation fur stole.

Pkd. 12, wt. 11 lbs.

| No. | | Retail |
|---|---|---|
| 372 | | $3.00 |

## PLAY WIGS

**NORSTAR**

Contains 3 safe and soft vinyl wigs that fit girls 3 to 8 years old. One each of blonde, redhead, and brunette in the latest hair styles.

Pkd. 12, wt. 11 lbs.

| No. | | Retail |
|---|---|---|
| 283 | ⊛ | $2.00 |

## HI-HEEL SHOES & COSMETICS

**EMPIRE OF CAROLINA**

Black plastic shoes with jewel buckles and silver innersoles. Carded with play rouge, play safe lipstick and 2 powder puffs. Sized for 4-7 and 7-10. Equally packed per dozen.

Pkd. 12, wt. 5 lbs.

| No. | | Retail |
|---|---|---|
| 48 | | $1.00 |

# Build up to 6 houses at one time

**Erect frame, snap on prefab panels**

398 piece set

**$7.44**

Develop an entire subdivision . . or build a mansion. Our 398-piece set is complete with patios, carport, swimming pools, chimneys and TV antennas. Break-resistant plastic frames and panels form 8-inch high Cape Cod, Colonial, Ranch-style and many other homes. Landscape with trees, shrubs and trellises. Six Masonite Presdwood foundations (four 8x9 in., two 9x11 in.). Can use with Kenner Sets on facing page. With illustrated plans

79 N 6327C—Shipping weight 8 pounds. ..... Set $7.44

### Build 3 homes at a time

194 pieces with 3 foundations (two 8x9 in., one 9x11 in.), steeples, trees, trellises, TV antennas, plans.

49 N 6328—Shpg. wt. 3 lbs. 9 oz. $4.44

### Double Home Set

Two 8x9-inch foundations plus 106 parts. Build a variety of home styles. Illustrated plans

49 N 6336—Shpg. wt. 2 lbs. 7 oz. $2.66

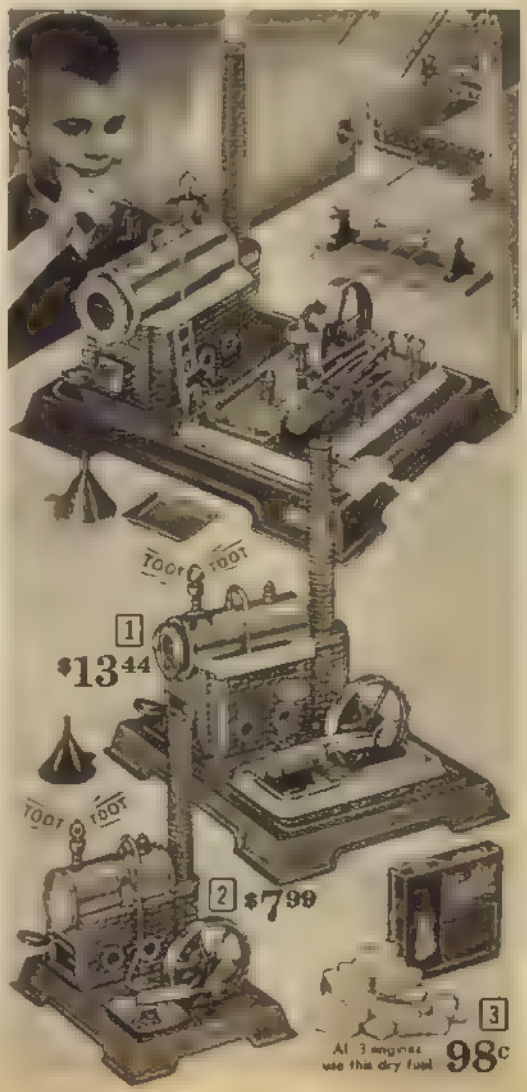
## Extra big, powerful 2-speed fuel-burning Steam Engine

**$17.98**

Double-acting piston rods give true-to-life action. Run fast or slow. 2-step pulley on flywheel operates toys, etc (not included). 5¼-inch brass boiler has peek-in glass. Embossed metal walls look like brick.

With weighted safety valve, whistle, centrifugal governor, funnel and pan. 12x10-in. base. Power take-off, dry fuel not included (order below). 11 inches high. Made in West Germany

49 N 2136—Shpg. wt. 6 lbs. $17.98




[1] **Big 1-speed Steam Engine** with double-acting piston rods, brass cylinder. 4-in. polished brass boiler, glass side. Embossed brick look firebox walls. All metal. Flywheel, grooved pulley safety valve, whistle, governor, funnel. 8x10½-in. base 9½ in. high. From West Germany Order dry fuel below

49 N 2141—Wt. 2 lbs. 10 oz. $13.44

[1] **$13.44**

[2] **1-speed Steam Engine** with single-acting piston rod, oscillating brass cylinder. Steam operates piston and turns grooved pulley on flywheel. Water heats in 3½-inch polished-brass boiler. Embossed brick look walls. All metal. Safety valve, whistle 8x5½-in. base. 8½ in. high From West Germany. Order fuel below

49 N 2144—Wt. 1 lb. 11 oz. $7.99

[2] **$7.99**

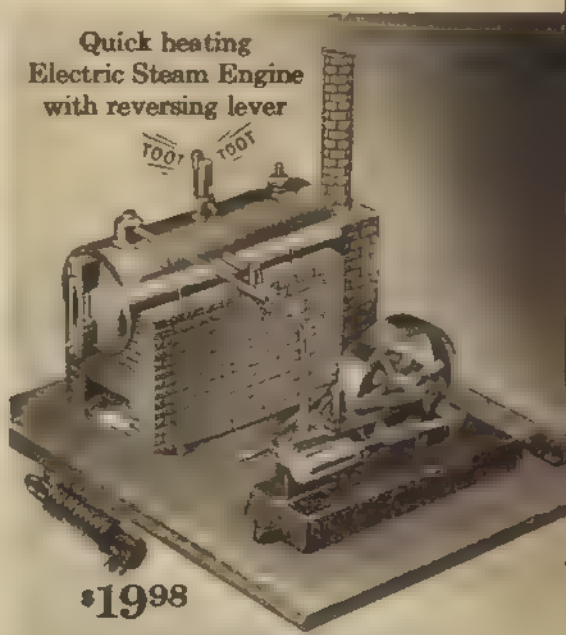
[3] **Esbit Dry Fuel** Use 3 pellets per pint of water. 2 boxes—40 pellets. Made in Germany.

49 N 2375—Wt. 6 oz..... Set 98c

[3] **98c**

All 3 engines use this dry fuel

## Quick heating Electric Steam Engine with reversing lever




**$19.98**

Fill the nickel-plated brass boiler and plug in the cord. You're at the throttle valve as power builds in the 2½x6-inch boiler. Control engine speed. Unit has water gauge, safety valve, whistle, brass cylinder, 3-in. flameter flywheel. 2 speed power take-off. Embossed brick look firebox, nickel plated engine parts. 9½x11½-inch wood base, 9 inches high over-all. With 6 ft. heavy-duty cord. UL listed, 110-120-v, 60-c AC-DC. Made in U.S.A.

49 N 6343—Shipping weight 7 pounds..... $19.98

**Power Take-off.** Transfers power from steam engine to operate toys. Has 4 pulleys, 3 coil-spring belts. 6½-in. metal base. From W. Germany Shipping weight 7 oz.

49 N 1986..... $1.98

# BOBTAIL "T" KIT

- Giant 16-inch Classic Hot Rod
- Motorized engine drives wheels through differential
- Gear shift disengages drive shaft
- Gear-operated steering
- Working headlights

320 piece kit

$7.99 without batteries

## *Perfect detailing . . plastic molded in 7 colors*

1914 "T" bucket plastic body on "A" frame and back spring mount. 8.00x15 slick rear tires with Buick rims, 6.70x15 tread front tires on 1949 Ford rims. Ford 292 block, dual-point distributors with spark plug wires, finned aluminum valve covers, 6-Stromberg 97 carbs and rear fuel lines are just a few engine features.

Many parts simulate brass or chrome plating. Seats, top of simulated Naugahyde plastic. Folding windshield 16 in. long, 9 in. wide 8⅝ in. high. Cement not incl. Order 2 "C" batteries below.

79 N 2389C—Shpg. wt. 5 lbs. $7.99

**"C" Batteries.** Shipping weight 2 oz.

79 N 4665.....Each 16c; 4 for 60c

# See parts work as V-8 runs

**Miniature motor,** scaled to ¼ size. See pistons light up in sequence. Over 350 plastic and metal parts. Molded in 3 colors and clear. 14½ in. long. Cement included. Order 2 "C" batteries at left. Shpg. wt. 6 lbs.

79 N 2026C . $8.66

$8.66 without batteries

$11.88 without batteries

$9.98 without batteries

**Visible Airplane Engine.** 9 radially mounted cylinders in clear plastic for full view of functioning parts. Pistons move up and down as spark plugs ignite. Engine hitched to variable pitch 16-in. propellers. Operated by electric motor. Order 2 "D" batteries below left. Cement incl.

79 N 2394C—Shpg. wt. 6 lbs. $11.88

**Chrysler Slant 6 Engine.** All parts move as in a real engine. ¼ scale. Overhead valves. 350 plastic, metal parts. 14 in. long. Cement not incl. Order 2 "C" batteries at left. Shpg. wt. 3 lbs.

79 N 1945C . $9.98

# They run automatically in pre-set patterns

## Cam-A-Matic® action for figure 8's, circles, even stop, reverse

Either model $7.66 each without batteries

**Mercer Runabout.** Makes antique noises as she goes. Plastic kit includes motor. Red body, brass-color accessories. 18 inches long. Cement not included. Uses 3 "D" batteries, order below.

79 N 1943C—Wt. 4 lbs. $7.66

**Duesenberg.** Scale model of famous car of the "Thirties." Lights operate. Rumbles as she goes. Plastic kit includes motor. Yellow body, chrome-color accessories. Cement not included. Order 3 "D" batteries below.

79 N 2265C—Wt. 3 lbs. $7.66

## Motorized Thunderbird

Hood, trunk raise and lower. Goes forward, reverse . . not Cam-A-Matic. Plastic kit, motor, decals. 16 in. long. Cement not included. Order 2 "D" batteries below.

79 N 6314C—Wt. 3 lbs. $5.99

**"D" Battery.** Shpg. wt. 4 oz.

79 N 4660 . Ea. 16c; 4 for 60c

## Mustang's engine turns, landing gear drops

$3.94 without batteries

Use control panel to retract landing gear, "rev up" revolving 4-blade propeller, drop bombs. Canopy opens, closes by hand. 145 plastic parts, 5 colors. 2 electric motors: one for propeller, one for landing gear. 12 in. long. Order 2 "D" batteries below at right. Shpg. wt. 2 lbs. 2 oz.

49 N 6361 . $3.94

## Turn crank . . see it work

$3.34

Build a plastic working automobile chassis. Shift gear, see brake drums, steering work. 14 inches long. Shipping weight 14 oz.

49 N 6346 $3.34

## Hot Rod's V-8 engine has visible parts

$3.99 without batteries

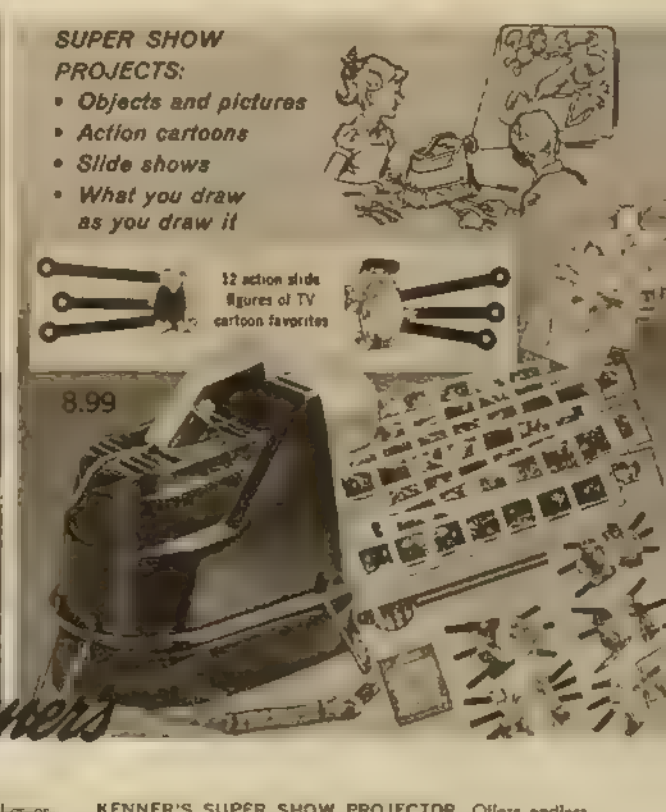
Engine, accessory section are power driven. Headlights really light. Detailed dash board, gear shift. Trunk lid opens. Plastic and metal parts. 13 in. long. Order 3 "D" batteries below. Shipping weight 1 lb. 4 oz.

49 N 2349 $3.99

**"D" Battery.** Wt. 4 oz.

49 N 4660 Each 16c

# feature attraction: Home Movie Toys with big entertainment value for the kids


SUPER SHOW PROJECTS:
• Objects and pictures
• Action cartoons
• Slide shows
• What you draw as you draw it
12 action slide figures of TV cartoon favorites
8.99

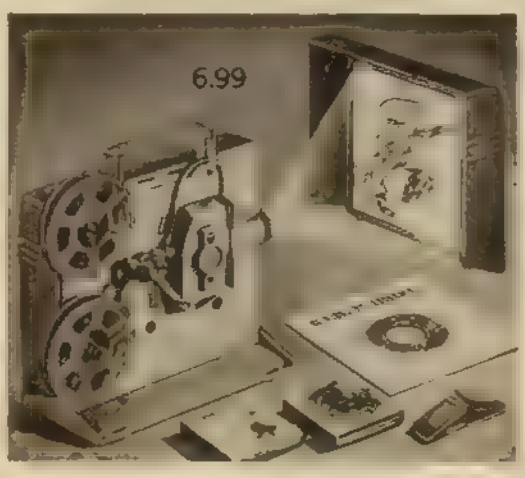
**KENNER'S GIVE A-SHOW PROJECTOR** Provides to-hour pictures up to 5 ft. sq. on wall, ceiling or any surface. 168 color slides (35 mm). Just snap switch and pull slides through plastic projector. See 24 shows of these TV favorites: The Flintstones and Pebbles, Huckleberry Hound, Yogi Bear, The Jetsons, Quick Draw McGraw, and all their friends! Bonus: 4 kaleidoscope film strips with kaleidoscope lens and focusing tube. Draw and project your own shows in COLOR over and over on 14 clear reusable "draw-and-wipe-off" slides with red, green, and black coloring pencils. 21½ in. long—Uses 3 "D" batteries—not incl.*

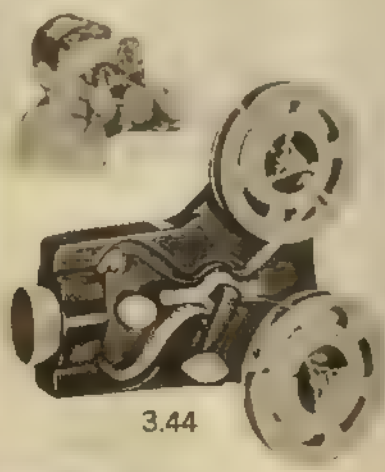
X 923-6829 A—Shpg. wt. 3 lbs. 2 oz. 5.88

X 923 6837 A—With 112 slides, 16 shows. Wt. 2 lbs. 3.77

**KENNER'S SUPER SHOW PROJECTOR.** Offers endless variety of shows. You can project pictures, coins, model trains, animated cartoons, toys—anything that fits the Play Area beneath the projector (a space 36 inches sq.) You can even project as you draw your own color shows. Show actual pictures up to 4 ft. square. Has 12 action slide figures of TV favorites that you can make dance and play, also magic drawing wand, 6 crayons, 4 cut-out funny photo-masks, plus adaptor for showing 8 new color TV shows. 110-120 volts, AC-DC—uses 100 watt bulb (not incl). UL-listed. In high impact styrene; 15 in. long with 3 metal legs and curtain.

X 923 6845 A—Shpg. wt. 7 lbs. 8 oz. 8.99




**GIFT-APPEALING MAGNAJECTOR.** Projects a 4-in. picture or object to four feet wide in actual color—no slides or films required. Use magazines, comics, newspapers, snapshots, coloring books—full color or black and white. Gleaming black plastic case with oversized socket housing for ordinary 60-watt light bulb (not incl.). On-off switch. Adjustable two lens for focusing. 110-120 volts, AC-DC—UL listed. 12 x 4½ x 8 in. high.

X 923 6852 A—Shpg. wt. 2 lbs. 5.44

**HOLLYWOOD MOVIE THEATER.** Ready for business. 8MM plastic movie projector, manual crank rewind. Two 25-ft. film reels, screen, 1 take-up reel, admission tickets, manager's card, instructions, 7-in. 45-rpm record with barker spiel, old-time music. Uses 2 "D" batteries, not incl.*

X 923-6860 A—Shpg. wt. 2 lbs. 7 oz. ..... 6.99

Three 25-ft. reels of 8MM film: a cartoon, a western, and a comedy. Very entertaining and so modestly priced!

X 923-6878 A—Shpg. wt. 1 lb. .... Pkg. of 3 2.77

**ARGUS MOVIE VIEWER.** Needs no batteries—uses room light. Just turn crank for personal viewing. Includes one reel 25-ft. 8MM film, Flintstones and one take-up reel. Sturdy plastic.

X 923-6910 A Wt. 12 oz. ..... 3.44

**Argus Pack of 3 reels,** 25-ft., 8MM film. "Cool In Pool", Mr. Magoo "Ragtime Bear"; 3 Stooges "Grips, Grunts, Groans."

X 923-6928 A—Wt. 1 lb. .... Pkg. of 3 3.44



*To order batteries, see bottom of page 118.

No down payment with Credit Command—see page 79.

See RUSHTON'S
*New, Original*
TOY CREATIONS
*Before You Buy!*
SEND FOR CATALOGUE
The RUSHTON COMPANY
1275-P Ellsworth Ind Dr., N W
ATLANTA 25, GEORGIA

DESIGNS & BUILDS hundreds of houses $14.95
Realistic "pre-fab" plastic construction materials build an endless variety of houses in ¼" building scale.
PYRO PLASTICS CORP.
Pyro Park, Union, New Jersey

WHAT'RE YOU LOOKING FOR?

GAMES? 5 Roulette games (Silver Dollar, Holiday, Golden Nugget, Diamond Horseshoe, Mr. Lucky), 2 card bowling games, Winit, Rollet, Gala trio, Monte Carlo Fiesta, Diamond Casino, Las Vegas Bingo Check-O-Rama, Mah Jongg.

DICE? Every size and color for every purpose.

DOMINOES? A complete, quality line.

PLASTIC NOVELTIES? All carded and blister packed—rack deals available.

PLUS

Poker chips, poker chip racks, eye shades, police whistles, key chains, traveler's companion.

*Write for full color catalogs.*

Gralloy PLASTICS INC., PROVIDENCE R. I.

Prize Packages*
...are yours with A & H Dolls' complete series of beautifully costumed dolls (including the new "Teens in Bells") ... all packaged in A & H designed & created, crystal-clear plastic "Bells."
*Winners, total selected, awards non-cumulative.
A&H DOLL
MFG. CORPORATION
300 FIFTH Av., N.Y. 10, N.Y. RE 9-9434
Plant: 53-12 90 St., Woodside 77, N.Y.

office, assisted by Jim Robbins, Jim's Toy House, Los Angeles, vice-president; and Eugene D. Fewkes, Toy Kingdom, Los Angeles, treasurer.

✧

BRIEFS: The new Denver Dry Goods Store, Greeley, Colo., scheduled its formal opening in August with Fredrick W. Kotesky as manager. . . . American Toy Company, Oakland, Calif., has taken over Sport Toy Company, Oakland sporting goods jobber. . . . M. Van Brasch has left Rhodes in Oakland, replaced by Mr. Kretzenberger as toy buyer. . . . Vern Croft is now general merchandise manager and is in charge of toy buying at Disneyland. . . . Winifred Turner, buyer for the University Bookstore at the University of Washington, Seattle, shopped the California Gift Show in July. Buyers from Fenton Drugs, Fairbanks, Alaska were also present. . . . Akron Stores opened a new outlet at Crenshaw and Rodeo Place, Los Angeles, in midsummer. . . . Century Toyland in East Pasadena, Calif., held a stock liquidation sale during August in preparation for closing due to loss of their lease. . . . Karl's Toy & Hobby opened a second store at 3674 W. Santa Barbara, Los Angeles.

✧

THE WESTERN Toy & Sundry Association scheduled a Baseball Party for August 22 at Dodger Stadium, Los Angeles, to see the Dodgers tangle with the St. Louis Cardinals, who were hanging in third place in the pennant race. For $8.50 per person, the WTSA provided a prime rib dinner, bus transportation to and from the game, and choice reserved seats at the stadium.

✧

SAGE'S Toys in southern California have announced plans to rebuild the Magnolia Center store in Riverside which will nearly double its size bringing it to 10,600 square feet. A new store was opened in the Citrus Village Center, Redlands, in June which has an area of over 14,000 square feet. Bill Hirsch is head of the toy division of Sage's.

SELL MORE MERCHANDISE with proper display
DOLL STANDS
designed for all dolls from the miniature to the 3 year old Toddler Doll
BULK TOY WALL DISPLAY FIXTURES
for use on all size pegboards and other walls with the CONVERTAPLATE.

*Write for catalog sheet showing the complete line*

B&C DISPLAY FIXTURES, INC.
1107 BROADWAY, NEW YORK 10, N. Y.
Watkins 9-4442

Keyston real western Jr. Cowboy equipment, made by the west's oldest and finest leather goods firm, is the key to more sales.

KEYSTON BROS
Since 1868
755 MISSION STREET
SAN FRANCISCO 3, CALIF.
LEATHER HOLSTERS • COWBOY SUITS • ACCESSORIES • HATS
BELTS
Distributors of Dinky Toys, Pop Up Books, Jigsaw Puzzles—Western States. Write for catalog

# children's watches

**BARBIE WATCH** Beautiful watch is bound to thrill any little girl Barbie, the popular character doll, is colorfully pictured on the face of the watch Light blue enamel border with twelve gleaming numerals encircles the face. Fashionable styling with matching light blue suede strap Petite case is finished with gleaming gold-color metal top and non-corrosive back. Price includes 10% F.E.T

X 644-0283 A—Shpg wt. 6 oz . . . . . 8.95

**BALLERINA WATCH** Delightfully feminine watch for little girls. Gaily colored ballerina gracefully posed on the pastel pink face. Unbreakable mainspring. Twelve numeral dial is easy to read Gold-color metal top case with non-corrosive back Pale blue suede strap. Price includes 10% F E T

X 644-0291 A—Shpg. wt 6 oz..... 8.95

**CINDERELLA WATCH.** Handsomely packaged with lovely ceramic Cinderella figurine Watch has rugged shock-resistant movement with unbreakable mainspring Delicate pink hands and numerals Silver-color metal top case. non-corrosive back. Pink leather strap. Price includes 10% F.E.T.

X 644-7965 A—Postage is prepaid .7.65

**ALL STAR BASEBALL WATCH.** All-star autographed baseball motif on face Shock resistant with unbreakable mainspring Black dial has twelve numerals Chrome-plated top case. Matching expansion band. Non-corrosive back. Price includes 10% F E.T.

X 644-0325 A—Wt 6 oz.....7.44

**ZORRO WRIST WATCH.** Displayed on tail replica of Zorro's hat. Shock resistant with unbreakable mainspring Black dial with white hands and numerals Chrome-plated top case, non-corrosive back Black leather strap. Price includes 10% F E.T. Postage is prepaid

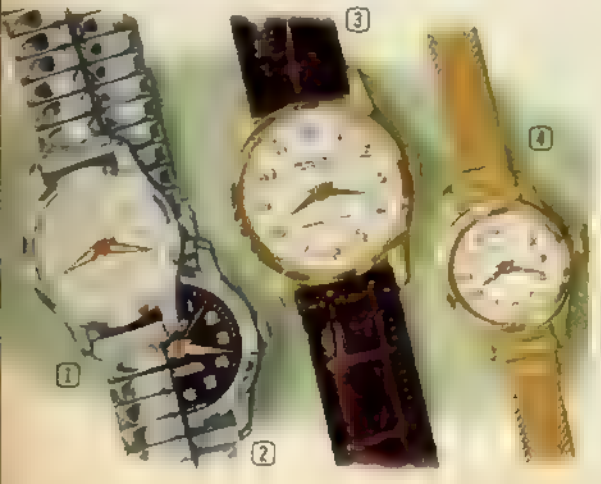
X 644 7957 A.....7.65

**YOGI BEAR WATCH** Features full color picture of popular TV character, Yogi Bear, on the dial Anti-magnetic and shock resistant White dial has twelve numerals Handsome chrome-plated top case Matching expansion band. Price includes 10% F.E.T

X 644-0333 A—Shpg. wt 6 oz 7.44

**TIME TEACHER WATCH.** Children enjoy this quick way of telling time. White hand matches white hour numerals—blue hand, minute numerals Color squares teach correct sequence Shock resistant, anti-magnetic. Silver-color metal case and expansion band. Price incl. 10% F E.T.

X 644-0424 A—Shpg. wt. 6 oz. 7.44




## *Bercona watches for children and teens*

1 2 **BERCONA YOUNGSTERS' SPORT WATCH.** Simple, modern styling makes this watch suitable for both boys and girls. Rugged construction with shock-resistant Swiss movement. Watch is anti-magnetic with unbreakable mainspring and crystal. Full numeral dial Luminous hands and hour dots. Sweep second hand. Gleaming chrome-plated top case with non-corrosive back Handsome matching expansion bracelet Select watch with either black or white dial. Price includes 10% F.E.T 6 oz.

X 644-0754 A—Black dial

X 644-0762 A—White dial.....7.65

Same as above, but with leather strap

X 644-0432 A—Black dial

X 644-0440 A White dial..... 6 99

3 **BERCONA "TEEN" WATCH FOR BOYS.** Perfect for active teenagers. Features fine, Swiss movement with unbreakable mainspring. Anti-magnetic and shock resistant. Full numerial dial with sweep second hand. Gold-color metal top, stainless steel back. Brown leather strap. Price includes 10% F E.T

X 644-0697 A—Shpg. wt. 6 oz... .6.24

4 **BERCONA "TEEN" WATCH FOR GIRLS.** Dependable sport watch in lovely modern design is ideal for school Fine Swiss movement with unbreakable mainspring Anti-magnetic and shock resistant Full numeral dial. Gleaming gold-color metal top case, stainless steel back. Matching adjustable mesh bracelet Price includes 10% F E.T

X 644-0457 A—Shpg. wt. 6 oz... .7.99



Merchandise on these pages available till September 21, 1964

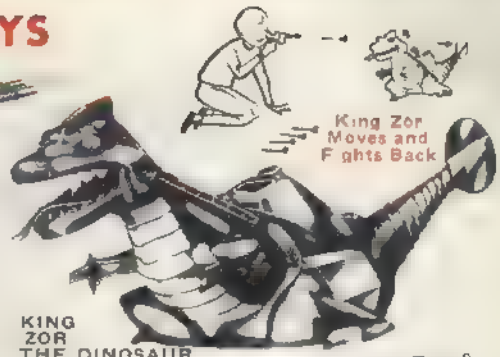
# ACTION TOYS

**Firebird '99"—Operating Dashboard**

5568T532 Dashboard with ignition key to switch off and on. Motorized windshield wiper and directional signals that work. Real horn, adjustable rear view mirror. Glove compartment with road map. Speedometer that accelerates. 13¼" long, 6¾" deep, 9⅜" high. Operates on two 'D' flashlight batteries (not included). Ship. wt. 4 lbs. **Mfr's Sugg. Retail $7.98**

**Electronic B52 Turret Gun**

5824T932 All the thrills of an air battle. Finger-tip remote control actor turns guns from side to side. Ammunition belt feeds automatically. Radarscope moves with turret. Gun blasts and tracer firing effects. Includes earphone, oxygen mask, and ammunition belt. Gun measures 22⅜" x16¾"x13¾". Operates on 4 'D' type batteries (not included). Ship. wt. 6 lbs. **Mfr's Sugg. Retail $13.98**




**KING ZOR THE DINOSAUR**

5825T1235 — King Zor moves forward until his tail is struck by a dart, then he stops, backs away, roars, and hurls a ball at you. After he has shot all eight balls he stops completely. When King Zor runs into an obstruction, he backs away, roars and changes direction. Made of sturdy plastic, 31" long and 12" high. Powered by 2 'D'-cell batteries (not included). Equipped with a Dinosaur gun, a quantity of rubber-tipped darts and a supply of plastic balls. Ship. wt. 3 lbs. **Mfr's Sugg. Retail $20.00**

**Barracuda Atomic Submarine**

5826T932 The giant Barracuda sub is complete in every detail. Raise the periscope and sub noses up as torpedoes whirl with propellers turning. 'Nuclear Reactor' flashes red and warning siren rings. Rears missiles fire automatically. Transparent deck allows full view of interior. Complete with crew and raft. Play anywhere—not a water toy. Measures 37" long. Operates on 4 'D' batteries (not included). Ship wt. 8 lbs. **Mfr's. Sugg. Retail $13.98**

FASCINATING TO USE . . . FUN TO WATCH

**Whirlybird Helicopter**

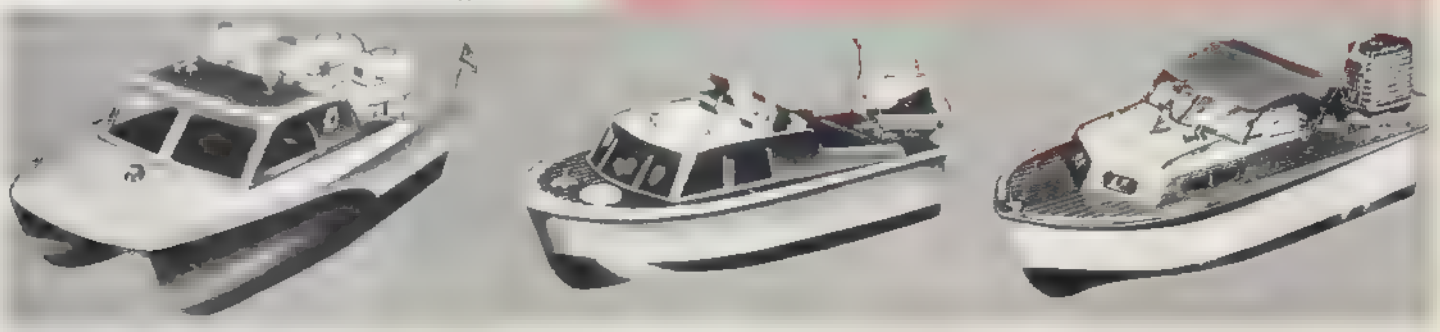
5827T645—A realistic designed and detailed helicopter. Complete with small army of 25 men plus various equipment including tank, truck, jeep and artillery piece. 'Copter blades chop away like the real thing. Has motor driven hoist chain with hook and rescue sling. Taxies along ground by motor. Operates on 2 "D" size batteries (not included). Ship. wt. 8 lbs. **Mfr's. Sugg. Retail $9.98**

**Operation Orbit**

5828T1300—Huge, sturdy plastic battery-operated "Moon Shoot" machine is a fascinating mechanism with revolving sun and 3 moons, rocket orbit arm, launching pad, underground missile transport to pad, large instrument panel with velocity control lever, altitude control lever, actual working velocity and altitude needle dials with clear plastic windows, on-off control, timing mechanism with automatic cut-off to shut off machine. Four metal rockets included. 17¾"x16"x11½" battery operated (not included). Ship. wt. 8 lbs. **Mfr's Sugg. Retail $20.00**

**Skydiver Jet Plane and Tractor**

5829T1065 Remarkable jet plane with authentic Ejection Seat. Live Skydiver is placed in ejection seat with parachute pack behind him. When canopy is released, seat and parachute are ejected into air and Skydiver floats down on parachute. Plane is pulled along on ground by motorized tractor. Parachute 21" long with 22" wingspread. Operates on 4 'D' batteries (not included). Ship. wt. 2 lbs. **Mfr's. Sugg. Retail $15.98**



**Lark Twin Outboard Catamaran**

5560T479 13½" long Catamaran features twin outboards that really run. Boat is ready made and has a warp proof hull. Brand name outboards, modern colors of non-toxic paint, powerful, electric motors. Battery not included. Ship. wt. 1½ lbs. **Mfr's. Sugg. Retail $7.98**

**Sea Comber**

5561T777—18½" outboard cabin cruiser with Tan, Blue, Copper, and White color combination. Has large "mode" of the Evinrude outboard motor. Detailed includes anchor, lens bow light and rope steering wheel, flag, hooks and spotlight. Operates on 2 'D' batteries (not included). Ship. wt. 2¼ lbs. **Mfr's. Sugg. Retail $12.95**

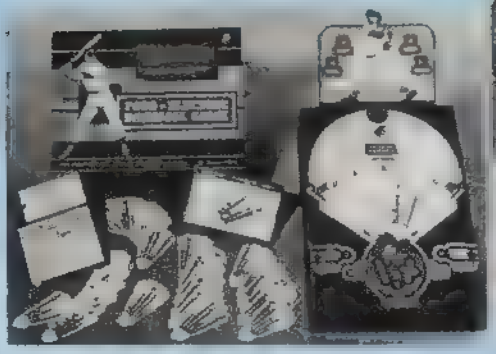
**Marlin Cabin Cruiser**

5830T1017—18½" Outboard Cabin Cruiser. Detailed wooden cabin with canvas canopy. High impact styrene hull. Non-Peel Marine White and Aqua paint with authentic decals. Cockpit and cabin has instrument panel, ship's wheel and louvre windows. Powerful battery operated brand name outboard motor, scale speed performance. Batteries not included. Ship. wt. 4 lbs. **Mfr's. Sugg. Retail $16.95**

# Children's Toys

## TOM THUMB *President*

3834T1330—A new design in a quality toy typewriter on which youngsters can do homework, learn spelling, improve letter writing and neatness. Features lightweight newly designed case, individual action spade shaped keys, complete alphabet, numerals and punctuation. Letters in same order as standard keyboard. Clean, sharp, easy-to-read nylon characters print right for young eyes. Uses standard ½" black ribbon. Includes molded carrying case with latch. Ship. wt. 9 lbs. **Mfr's. Sugg. Retail $19.95**



## FOTO-ELECTRIC BASEBALL GAME

5619T407 Ultimate in realism for everyone old enough to know baseball. Includes 2 Team slides, Diamond, Play-Viewer, 30 players, Electric light and cord, miniature figures for base runners, scoreboard, score pad, and code panel. All the action and suspense of the Real Game. Ship. wt. 4 lbs. UL Approved. **Sugg. Retail $7.00**

## FOTO-ELECTRIC FOOTBALL GAME

2633T467—Two games in one. Spectacular action. See your plays on the illuminated play-viewer. (1) Foto-Football. Authentic and realistic. (2) Sandlot football. Competitive, wide open play. For AC or DC. UL Approved. Box 18"x13¾"x5". Ship. wt. 4 lbs. **Sugg. Retail $7.00**

## U. S. INVADER SET

2385T534—Modeled after real army equipment. Consists of: Invader gun which is a six-in-one convertible weapon: hand grenade which fires caps; helmet with adjustable head band, chin strap, insignia, and camouflage net; mess kit which opens into two trays plus knife, fork, and spoon; and 16 oz. canteen. Ship. wt. 4 lbs. **Sugg. Ret. $8.00**

## U. S. COMBAT PATROL

5840T405—9-piece military set styled after U. S. Army combat patrol outfits. Features repeating military pistol and tommy gun. Includes natural top-grain holster and belt with U. S. Army insignia, canteen with top-grain belt holder, plastic cap-shooting hand grenade, whistle, compass, 1000-shot box of repeating roll caps. Ship. wt. 4 lbs. **Mfr's. Sugg. Retail $6.00**

## SINGLE HOLSTER SET

5841T332—Black top-grain saddle leather western style holster with bright finish cap-activated shell-firing revolver with simulated walnut grain grips. Holster has metal Texas buckle with nine silverized bullets. Strap and buckle on holster pocket. Belt adjustable in back. Ship. wt. 3 lbs. **Mfr's. Sugg. Retail $4.98**

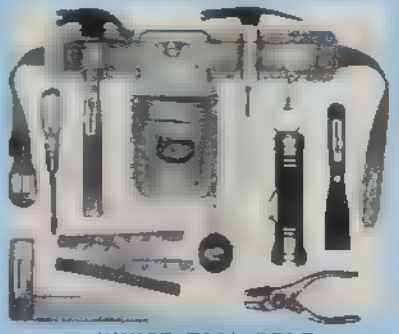
## GUNSMOKE HOLSTER SET

5842T405—Top-grain double holster set features 2 Gunsmoke 6 repeating pistols. Deluxe fast-draw design of highly polished ginger aniline top-grain leather with gold decoration. Wide, shapely belt carries 12 silver bullets and has embossed western buckle and keeper. Belt adjustable to size. Features the names Gunsmoke and Matt Dillon on belt and holsters. Ship. wt. 3 lbs. **Mfr's. Sugg. Retail $6.00**

## SKIL CRAFT

**Handy Andy Tool Set**

2017T857—Stee. Double Door Wall Cabinet with Carrying Handle. A truly big set for the youngster who is ready to do real carpentry work! All steel double door wall cabinet 18"x20"x4". Just like Dad's. Carrying handle. Knockout slugs for mounting on wall. Every young carpenter will find this set handy for projects around the house, for hobby use, etc. Ship. wt. 13 lbs. **Sugg. Retail $13.00**



## JUNIOR TOOL BELT

5821T333—Deluxe Junior Holster Style Tool Set. 11 pieces consisting of: Full grain leather tool belt and tool loops, full grain tool holster, friction tape and holder, 2 ft. folding rule, alloy steel tools, 9 oz. claw hammer, putty knife, tack hammer, slip joint pliers, screwdriver, square, 300 ft. beam flashlight. Ship. wt. 3 lbs. **Sugg. Retail $5.00**

## ◀ TALENT SHOW

5567T667—Set consists of an Electronic Battery Operated Microphone, used with an Electronic Loud Speaker. The microphone comes with an aluminum stand adjustable in height from table size up. The Speaker Cabinet is designed to hook on wall, hang on belt or stand on table. (Batteries not incl.). Ship. wt. 3 lbs. **Mfr's. Sugg. Retail $10.00**

## DELUXE MAGNAJECTOR KIT ▶

5666T663—Portable opaque projector enlarges illustrations up to 4 feet wide. No films or negatives required. Snapshots, magazines, etc. projected in full color or black and white. Takes ordinary household bulbs (not included). Includes Flash Cards ("Know Your World" and "Know Your U.S.A." Series). "Picture-Lok" Card Positioner. Carry-Case with screen-back. Ship. wt. 6 lbs. **Mfr's. Sugg. Retail $9.95**

**Prompt Shipment from Bennett's Large Stock**

# KitchenAid®

## FOOD MIXERS AND SPECIAL ATTACHMENTS

**All KitchenAid Mixers can be obtained for 220-Volt Operation on special order at the same prices as the AC models. Mark order plainly.**

Sail through heavy tasks as easily as light ones with the PLANETARY ACTION of KITCHENAID Mixers and Attachments. They efficiently mix, whip, blend, stir, fold, or beat with the same superior true-to-recipe results demanded by world-famous chefs of America's renowned clubs, hotels, and restaurants. Even a beginner will obtain professional results easily and quickly with the KITCHENAID

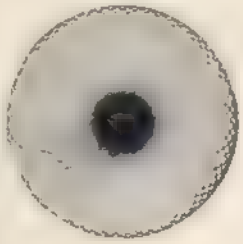
4413E5128—Standard Electric Food Mixer.
4413,3E4838—Three or more

### NEW AVERAGE SIZE MIXER

Ideal for the average family. Will handle as little as one egg or a bowlful of whipped potatoes. Attractive finished in durable baked White enamel, easy to clean! Equipped with 4-qt. stationary Pyrex bowl, 1 all purpose beater. KitchenAid motors have reserve power for heavy loads and attachments. Mixer has full power on all 10 definite speeds and intermediate speeds, if desired. Has up-to-date convenient mixing guide for greater satisfaction—eliminates guesswork. Shipping wt. 26 lbs.

**Retail $74.50**

Perfected "Planetary Action," exclusive with KITCHENAID home food mixers, eliminates the necessity of stopping the bowl and assures far better results. The beater travels around the bowl in one direction, turning on its own axis in opposite direction. Diagram at left illustrates the path of the beater in just one complete trip around the bowl.



4826E11449—Family Size Mixer.
4826/3E11008—Three or more.

Large heavy-duty all-purpose food mixer which has a pivot lift head for easy Bowl Removal. Type Motor capable of developing ¾ H.P. on max. loads. Turns at speeds up to 350 R.P.M. Has cast gear White enamel finish with 5 qt. stainless Steel Mixing Bowl, 2 Wire Loop Whip, 1 combination Flat Beater—Pastry Knife. Uses all attachments listed on this page except 2 All-Purpose Juice Extractor and 4 qt. Bowl. Ship wt. 36 lbs.

**Retail $169.50**

4786E876
Food Chopper Set
Finest steel cutters and hardwood pestle

**Retail $13.95**

2317E451
Can Opener
No spilling — no cut fingers. Can is held firmly without help from operator

**Retail $6.95**

2319E276
Knife Sharpener

**Retail $4.25**

4787E487
Slicer Parer

**Retail $7.50**

4781E8203—Deluxe Food Mixer.
4781/3E7839—Three or more.

This mixer becomes a complete kitchen servant with the speedy attachments listed on this page. Powerful motor is ample to perform light or heavy tasks. Self-lubricated motor has 10 definite speeds, governor controlled intermediate speeds. With enclosed base. 4 qt. Stainless Pyrex Bowl, Wire Loop Whip and Flat Beater for speed with ease. Mixer Shipping weight approximately 31 lbs.

**Retail $124.50**

Ice Cream Freezer

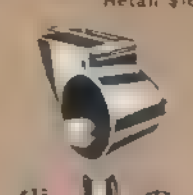
Freezes delicious ice cream, ices, sherbets etc. without ice or crushing. Capacity two quarts. Freezing time about 15 minutes. Attaches directly to Mixer.

4828E1611—For Standard and Deluxe Mixers — **Retail $24.95**

4862F1611—For Family Size Mixer — **Retail $27.95**

4785E1165—Dicer Type Vegetable Slicer

**Retail $37.95**



4785E1165—Vegetable Slicer
Complete with 4 interchangeable cores

**Retail $12.95**

2321E388
Meat Grinder

**Retail $5.95**

425E871—Metal Bowl
Rugged lightweight bowl of stainless steel easy to use and made for heavy duty use. For 4413E5128 Mixer only. 4 quart size.

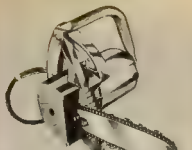
**Retail $12.95**



**KitchenAid Is Distinguished by the Completeness of Its Performance!**

Cut wood faster with

# LANCASTER CHAIN SAWS



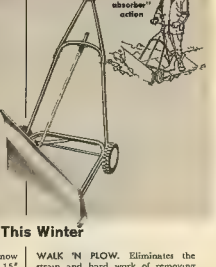
**ELECTR-O CHAIN SAW.** Rugged, multi-purpose saw . . . cuts to 10″ deep . . . perfect for boring cuts into walls, joists or heavy beams. Equipped with safety clutch to prevent "kick-back" and minimize motor burn-out. Has perfect balance . . . weighs only 12 pounds. Motor is built for extra heavy duty service. Positive chain adjustment eliminates slack, assures faster, truer sawing. Cutting speed is 1300 ft. per minute. Universal motor develops 1¾ HP, 8.0 amps. 115 v, 60 cycles, AC-DC. 6-ft. cord, adaptor plug.
52-4298 C4795 Wt. 13 lbs. *Matchless* **$59.95**

**HANDYMAN and SUPER LOGGER** . . . extra-powerful direct drive chain saws, built by Lancaster. They're lightweight, compact . . . fast-cutting and easy to handle, even in tough spots. All models feature diaphragm type carburetor which allows cutting in any position. Automatic recoil starter . . . automatic centrifugal clutch. Narrow kerf 7/16″ pitch chain (.063 gauge) assures smoother, faster cutting. Heavy duty ball and needle bearings throughout. Interlocking castings minimize vibration . . . allow trouble-free operation. All models are shipped *Freight or Express* from Pa.

***Handyman*** . . . light duty saw. 2-cycle, 3.5 HP air cooled engine has 4.7 cu. in. displacement, 2″ bore, 1.50″ stroke.
52-6566 D9700 16″ Handyman. Wt. 27 lb. . . . . **$127.50**

***Super Logger*** . . . choice of professional woodcutters and tree surgeons. The right saw for the tough job; more power per pound. 2-cycle, 6 HP air-cooled engine with 6.1 cu. in. displacement. 2.187″ bore, 1.62″ stroke
52-6582 D13650 19″ Heavy Duty. Wt. 30 lbs. . . . . **$182.50**
52-6590 D14950 24″ Extra Heavy Duty. Wt. 31 lbs. . . . **199.50**

**STOR-ALL STEEL UTILITY BUILDING.** Can be assembled or dismantled in minutes with just a screwdriver and a wrench. All-steel pre-fab building with pre-assembled side and roof panels. Curved, non-cutting flanges fit tightly together to make a leakproof, waterproof, fireproof building. Ideal for tool shed, workshop, pumphouse, playhouse, etc. Stores everything safely. Door has locking handle with inside release lever, pinch-proof hinges. 5x7x6½′ high overall; door is 37x66″ high. Prime painted. Shipped by *Freight or Express* from Michigan.
52-5634 D10450 Wt. 300 lbs. . . . . **$149.95**




## Three Ways To Solve Your Snow Removal Problems This Winter

**LAMBERT SELF-PROPELLED SNOW THROWERS.** Big, powerful and dependable . . . engineered for top performance in wet, dry or crusted snow. No shovelling . . . no tire-some pushing . . . propels itself through the deepest drifts. Fast . . . removes up to 350 shovel fulls every 60 seconds. Two-stage design—snow is auger fed into high speed fan and discharged through 210° revolving chute. With sidewalk scraper blades, adjustable side runners. Fully enclosed belt, gear and chain positive combination transmission. Fingertip controls throttle forward, reverse. Motor is winterized for quick starts in any weather. *Frt. or Exp.* from Ohio
52-4850 D18700 4 HP 24″ path. Wt. 235 lbs. **$249.95**
52-4843 D27400 6 HP 28″ path. Wt. 270 lbs. **349.95**

**GARD-N-ETTE SNOW THROWER.** Power-removes snow—quickly, easily as you push it along. Clears big 15″ swath on walks, driveways, etc. Flip-over chute throws snow to either side. Converts to year 'round garden unit with attachments below. Husky 2½ HP, 4-cycle Lauson gasoline engine with centrifugal clutch. Chain drive; housed gear reduction. Handles adjust to your height. Big, easy-rolling 8″ wheels. Blue/white finish. Shipping weight 65 lbs.
52-5733 C8700 *Freight or Express* . . . . . **$109.00**

***Garden Attachment Kit.*** Includes 10″ edger, 12″ tiller, 6″ weeder (digs 1¾″ deep), pulverizer. *Freight or Express.*
52-5741 C3150 Shipping weight 21 lbs. . . . . **$39.50**

**WALK 'N PLOW.** Eliminates the strain and hard work of removing snow. "Spring-loaded" adjustable blade really "digs-in" to roll wet or packed snow from walks . . . yet rides freely over cracks and bumps. Big 21″ steel blade lets you clean half the walk in a single pass! Handle adjusts to best position for your height. Big, easy-rolling no-bind wheels have self-lubricating bearings. Lightweight super-strength all steel construction. *Malable.*
52-3274 C795 Wt. 18 lbs. . . **$10.95**

P & M DOLL CO 200 5 Ave NYC 10
Plakie Toys Inc 4105 Simon Rd P O Box 419 Youngstown 1 Ohio
Rosette Doll Co 217 Jackson St Lawrence Mass
Sayco Doll Corp 200 5 Ave NYC 10
Stashin Doll Co 1 Joyce St West Orange N J
VALENTINE DOLLS INC 200 5 Ave New York N Y
Vinyl Specialties Inc 195 Front St Brooklyn 1 NY
Vogue Dolls Inc 184 Commercial St Malden 48 Mass

## DOLLS, RUBBER

Ace Toy Mfg Corp 536 Broadway NYC 12
Adanta Novelties Corp 438 W 37 St New York 18 N Y
Admiration Dolls Inc 99 Greene St NYC 12
Admiration Toy Co 514 W 147 St New York 31 N Y
Arcadia Doll Co 605 E 132 St Bronx 54 N Y
Baby Barry Toy Co 38 W 21 St New York 10 N Y
Collette Toy Novelty Co 120 Jewel St Brooklyn 22 N Y
Eastern Moulded Prods 7 Madison St South Norwalk Conn
GOLDBERGER DOLL MFG CO INC 538 Johnson Ave Brooklyn 37 N Y
Juro Novelty Co 18 E 18 St New York 3 N Y
K B Doll Corp 23 W 23 St New York 10 N Y
Kandel Toy & Novelty Mfg Co 1829 Southern Blvd NYC 60
Krueger Richard G 112 W 34 St NYC
Morden Doll Corp 307 Canal St New York 13, N Y
Nasco Doll Inc 89 Waterbury St Brooklyn 6 N Y
Oxenfeld Leathercraft Co 2831-37 Olive St St Louis 3 Mo
P & M DOLL CO 200 5 Ave NYC 10
Paulmar Novelties Co 881 Broadway New York 3 N Y
Plakie Toys Inc 4105 Simon Rd P O Box 419 Youngstown 1 Ohio
REMPEL MFG INC 100 Tubb Ave West Point Miss
ROBERTA DOLL CO 168 7 St Brooklyn 15 N Y
Sherman Doll & Toy Co 30 W 21 St New York 10 N Y
Standard Doll Co 23-83 31 St Long Island City 5 N Y
VALENTINE DOLLS INC 200 5 Av New York N Y

## DOLLS, TALKING

American Doll & Toy Corp 1107 Broadway NYC 10
Commonwealth Toy Novelty Co 200 5 Av New York 10 N Y
Elsco Div of Electrosolids Corp 12740 San Fernando Rd N Sylmar Calif
Five-Star Inds Inc 830 Monroe St Hoboken N J
Francesse Doll Co 244 9 St N St Petersburg Fla
GOLDBERGER DOLL MFG CO INC 538 Johnson Ave Brooklyn 37 N Y
LAUREL DOLLS INC 601 9 St Hoboken N J


SENSATIONAL TALKING DOLLS

TALKING BABY DOLL

PULL THE STRING AND SEE OUR LIPS MOVE WHILE WE TALK!

TALKING WALKING TODDLER

ALL DOLLS AVAILABLE IN WHITE OR NEGRO. SPANISH SPEAKING DOLLS AVAILABLE IN ALL STYLES.

LAUREL DOLLS INC.
830 MONROE STREET — HOBOKEN, N. J.
OLdfield 6-2020

SHOWROOM
200 Fifth Avenue Room 359
New York 10, N. Y. CHelsea 3-8056

Build animals, skyscrapers, airplanes, even a toy city with **LEGO** Bricks

You get handy storage tubes in SEARS exclusive sets. Compare number of pieces in our sets

165-piece Set 324-piece Set
**$3.77 to $9.77**

Extra durable because these bricks are precision-made of high-impact plastic that's virtually unbreakable . . extra fun because they lock tightly together in any position for making an unlimited variety of objects . . Lego bricks come in a number of sizes and shapes to permit the greatest number of combinations.

This is the *Lego System* by Samsonite—a new brick building set designed to challenge children of all ages for years to come.

**Our Biggest Set . . 324 pieces.** 308 red and white bricks; 9 windows, 2 trees, 2 corner bricks, 2 base plates, 1 door.
49 N 4713—Shpg wt. 2 lbs. 11 oz. . . . . $9.77

**241-piece Set.** 233 red and white bricks, 6 windows, 1 door, 1 base 6¼ x 3¼ inches.
49 N 4712—Wt. 2 lbs. 1 oz $5.77

**165-piece Set.** 160 red and white bricks, 4 windows, 1 door
49 N 4711—Wt 1 lb. 2 oz. $3.77

## Favorite wood-building set
# TINKERTOYS

| Motorized | 365 pcs. | 215 pcs. | 149 pcs. | 78 pcs. |
|---|---|---|---|---|
| $8.49 | $3.49 | $2.19 | $1.39 | 77c |

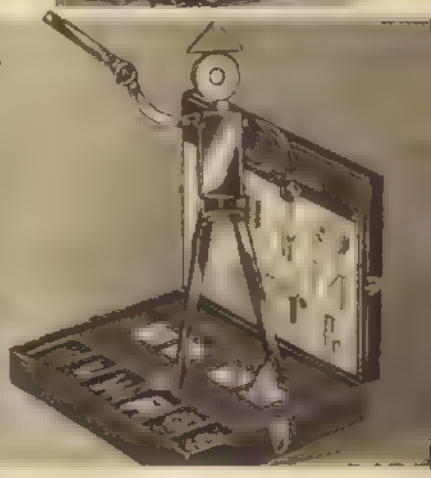
**Tinkertoy Motor Set.** American-made electric motor works models. 345 pieces in set. Motor has nylon gears; UL approved for 110-120-volt, 60-cycle AC.
49N4483-Wt. 5 lbs. . . . . $8.49

Youngsters can build structures with parts that move. Non-toxic colored wood pieces match diagrams incl. Fiber-board tubes
49 N 4631—365 pcs. Wt. 3 lbs. 11 oz. $3.49
49 N 4683—215 pcs. Wt. 2 lbs. 3 oz.. 2.19
49 N 4682—149 pcs. Wt. 1 lb. 10 oz. 1.39
49 N 4681—78 pcs. Shpg. wt. 13 oz. . . . . 77c

### Panel Builder

402-piece set includes regular Tinkertoys, book, hardboard peg board panels to add walls, etc
49 N 4769-Wt. 5 lbs. 8 oz. . . $5.99

### MAGNASTIKS
**$3.59**



Fascinating toy makes metal models, funny animals, "robots", and countless other objects without bolts, nails or glue. Holds boys and girls' attention for hours

Magnetic power holds pieces together. Includes over 100 nickel plated parts with long lasting magnets 12x9x3 in. plastic carrying case Shpg wt 3 lbs. 1 oz
49 N 4748 . . $3.59

### AMERICAN Plastic Bricks
**Sets from $2.59 to $12.66**

Youngsters can build realistic houses, garages, etc. Pegs and sockets link the 1¾-inch red bricks securely. Doors and windows open. Green cardboard asphalt-like roof. Transparent plastic windows. Parts from all sets are interchangeable. Larger sets build more and bigger models. Instructions with plans.

| | | |
|---|---|---|
| 79 N 4595C | 902 piece set. Shipping weight 9 pounds | $12.66 |
| 49 N 4794 | 455 piece set. Shipping weight 5 pounds 14 ounces | 5.99 |
| 49 N 4792 | 291 piece set. Shipping weight 4 pounds 13 ounces | 4.59 |
| 49 N 4791 | 173 piece set. Shipping weight 1 pound 10 ounces | 2.59 |

### AMERICAN Wood Logs
**Sets from $1.88 to $4.99**

No tools or bolts needed . . notched ⅝-inch logs interlock securely. Realistically detailed logs vary in length from 1⅜ to 10⅜ inches. Stained wood with waxed finish for smoothness and long wear. Colorful roof planks and chimneys. Interchangeable parts in all sets.

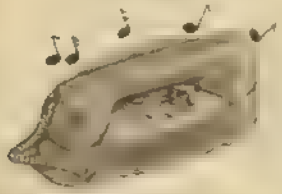
| | |
|---|---|
| 49 N 4678—306 piece set. Shipping weight 6 pounds 10 ounces | $4.99 |
| 49 N 4677—204 piece set. Shipping weight 4 pounds 11 ounces | 3.69 |
| 49 N 4674—150-piece set. Shipping weight 3 pounds 12 ounces | 2.59 |
| 49 N 4676—103-piece set. Shipping weight 2 pounds 9 ounces | 1.88 |

1 **Magical Top.** As it spins tulip unfolds, ballerina dances. 9½ in. Metal, plastic.
49 N 4799—Shipping weight 1 lb. 9 oz. . . . . $1.65

2 **Color Changer Top.** Flashes colors, plays soft tones. Metal, plastic. 10 in.
49 N 4796—Shipping weight 1 lb. 6 oz. . . . $1.29

The Phone that talks back
$4.88

**Talk 'N Tell phone.** Press the button . . record asks "How old are you?", "Do you love me?", "Will you call me again?" plus 9 more sayings. Dials, rings like a bell. Pastel blue plastic 9½x8 in. long. Uses 1 "D" battery; order below
49 N 4714—Shipping weight 1 lb. 2 oz. $4.88



Play a tune
$1.77

**Musical Phone.** Turn handle . . plays catchy tune. Dials, rings. Plastic. 8 in. long
49 N 4751—Shipping weight 11 oz. . . . . $1.77
49 N 4793 As above, but no music. Wt. 9 oz. 79c

**Wheelbarrow with Shovel.** Bright load-hauler has 18x15-in. green body, yellow handles, 24½-in. yellow shovel. Steel. Easy-roll semi-pneumatic tire. Assembles easily
79 N 8010C—Shipping weight 8 lbs. . . . . $3.44

# Brilliantly Colored Kindergarten Blocks

120 blocks
$3.97

**Duffle Bag 'O Blocks.** Neatly packed Playskool fun for ages 3 to 6. Chock full of smoothly sanded wood blocks with assorted shapes and colors in non-toxic finish. Helps teach preschoolers tidiness, color-and-form combinations.

120 blocks in washable twill storage bag.
49 N 4730—Shipping weight 7 pounds . . . Bag $3.97

70 blocks in mesh bag.
49 N 4731—Shipping weight 4 pounds. . . Bag $2.49

**Wagon Full of Blocks.** Young builder totes his materials in durable, plastic red wagon. 16x8½ in. wide. With 32 colorfully embossed wood blocks.
49 N 4709—Shpg. wt. 3 lbs. . . $2.99

**Col-O-Roll Wagon.** Stacked with 6 rods, 6 cubes, 9 cylinders for ages 2 to 5 to build bridges, tall towers. Wood. 13x9x3½ in. Blocks 1¾ in. square
49 N 4722—Wt. 3 lbs. 8 oz. $2.29

**Hi-Lo-Safety Blocks.** Embossed wood. Non-toxic. 1¾ inches.
Set of 48 blocks.
49 N 4777 — Wt. 4 lbs. 4 oz. . . $2.99
Set of 30 blocks.
49 N 4776—Wt. 2 lbs. 12 oz. $1.92

# Animal and Letter Nesting Blocks

## Talking Blocks

3 Squeeze . . hear woof-meow-chirp-quack or squeal! Each of 5 nesting blocks makes sound like animals painted on sides. Stack them 30 in. high. Sturdy fiberboard.
49N4507-Wt. 2lbs. $2.59

## Giant Size

4 Stack a giraffe and ABC's with 6 nesting blocks ranging from 5x5 in. to 10x10 in., wipe-clean fiberboard, strong enough to sit on. Self-storing. Easy to assemble. Wt. 6 lbs
79 N 4732C. . $2.95

## Barks, begs, walks

**Poodle** struts by remote control. Take bone away . . she sits up, begs, barks, wags tail. Put bone back . . she struts off. Silver gray cotton-backed rayon plush, steel frame. 10x11¼ in. Order 3 "D" batteries below
49 N 5729—Wt. 1 lb. 8 oz. $3.99

## IDEAL'S Gaylord the Pup

He'll waddle beside owner, climb shallow steps, go uphill or down, bark, hold magnetic bone in mouth! Tug vinyl leash to direct motorized movements. "Arf-arf" squeeze bulb. Plastic, 23 in. long. Order 4 "D" batteries at left
79 N 5753C—Shpg. wt. 6 lbs. . $8.66

"D" Batteries. Shpg. wt. each 4 oz. Each 16c; 4 for 60c

## Motorized Planes realistically spin their props, make exciting display . . by Lindberg

**Air Force Tank Destroyer.** Famed ground support fighter. 10⅜-inch wingspan, 8⅛-inch length. Has kit motor, decals, stand. Order 1 "AA" battery on facing page.
49 N 6439M—Shipping weight 8 ounces . . . . . 67c

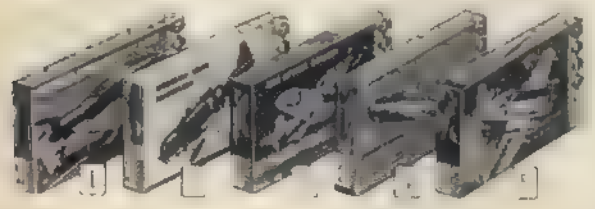
**Navy Assault Plane** supported Pacific beachheads. 10⅜-inch wingspan, 8-inch length. Has kit motor, decals, stand. Order 1 "AA" battery on facing page.
49 N 6440M—Shipping weight 8 ounces. . . . . 67c

**Marine Attack Fighter** with jaunty inverted gull wings. 10⅛-inch wingspan, 8⅛-inch length. Kit motor, decals, stand. Order 2 "AA" batteries on facing page.
49 N 6441M—Shipping weight 8 ounces. . . . . 67c

**Flying Fortress B17G.** WW II bomber. 19-in. wingspan, 14-in. length. Has 4 kit motors, crew, moving parts, decals, swivel stand. Order 2 "D" batteries.
49 N 6442—Shpg. wt. 7 oz. . . . . $2.69

**"D" Batteries.** Shipping weight each 4 ounces.
49 N 4660 . . . . . Each 16c, 4 for 60c

# Plastic Scale Model Kits



## Military Planes by Hawk 37c each

Build these famous aircraft and display them on your desk or shelf. Authentic armament and decals. Shpg. wt. each 4 oz.

1. 49 N 6432—Republic Thunderstreak F84F. Jet fighter with 24 rockets under swept-back wings. 7⅛ inches long . . . . . 37c
2. 49 N 6433—Douglas Dauntless SBD5. Navy dive bomber used in battle of Coral Sea. Holds 3 bombs. 5⅛ inches long . 37c
3. 49 N 6434—A24 Attack Bomber. World War II fighter and dive bomber. Holds 3 bombs. 5⅛ inches long. . . . . 37c
4. 49 N 6435—Russian Fighter MIG 15. Often encountered under Communist colors in Korean War. 7⅛ inches long. . . . . 37c
5. 49 N 6436—Vought A4D-1. Marine ground attack fighter has arresting hook for shipboard landings. 6 inches long . . . 37c

99c

$1.49

## SB2C Helldiver drops bomb . . wings fold like real plane

Loaded with working action and fascinating detail. Bomb bay doors open and release bomb. Landing gear and arresting hook retract. Two sliding canopies revealing propeller. Includes pilot, gunner, rockets, decals. 12 inch wingspan, 9¼ inch length. By Monogram.
49 N 6437—Shipping weight 9 oz. . . . 99c

## P-51D Mustang . . WW II's best all-around fighter

North American Aviation's famous fighter is always a thrill to see. Model has gleaming chrome color for a trophy like look. With rotating prop, full armament, pilot and 3 sets of decals for U.S.A., Canada or Philippines markings. 9⅛ inch wingspan, 8-inch length. By Hawk.
49 N 6438—Shipping weight 9 oz. . . $1.49

## U.S. Aircraft by Revell 67c each

Props and wheels rotate. With decals. Shipping weight each 7 ounces.

(6) 49 N 6445—B-29 Superfortress. 10 inches long. . . . . 67c
(7) 49 N 6446—H-16 Transport Helicopter. 10⅝ in. long . 67c
(8) 49 N 6444—B-24J Liberator. 9 inches long. . . . . 67c
(9) 49 N 6447—B-36 Bomber. 15-in. span, 10⅛ in. long 67c
(10) 49 N 6449—B-47 Stratojet Bomber. 11⅜ inches long 67c
(11) 49 N 6443—B-25 Mitchell Bomber. 10 inches long. . . . 67c
(12) 49 N 6448—F-104 Starfighter. 4 missiles. 10⅛ in. long 67c

# Secret U-2

$1.99

## Build the most talked-about aircraft in aviation history . . model has big 20-inch wingspan

Detailed like the Lockheed U-2 that does air sampling and weather reconnaissance. This model of the mystery plane that has made international headlines shows its radioactive sniffer, pilot and canopy with instruments. Also has complex landing gear, removable wing tip wheels, outrigger wing-training skids. Shiny chrome color. Has decals, stand. By Hawk.
49 N 6431—Shipping weight 13 ounces . . . . . $1.99

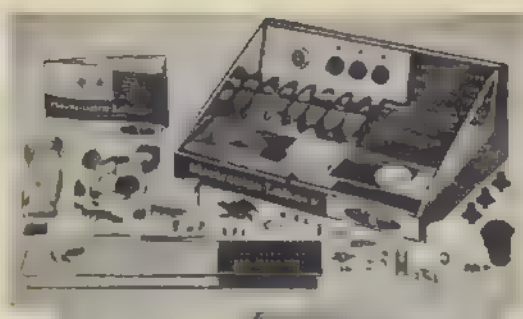
# LIONEL SCIENTIFIC and EDUCATIONAL SETS

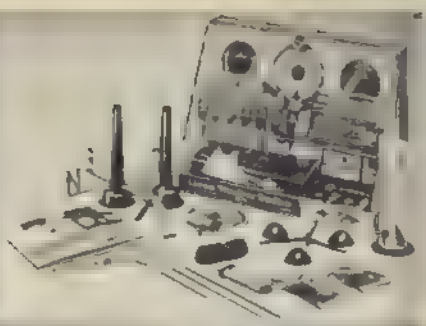
**(A) 5869T1667—Electronics Engineering Mark IV.** Experiments range from simple wiring to the complex electrical circuitry used in missile guidance control centers. An educational approach to electronics engineering. Operated by 4 "D" batteries (not included). Measures 15¼" x 5½" x 11". Ship. wt. 6 lbs. **Retail $25.00**

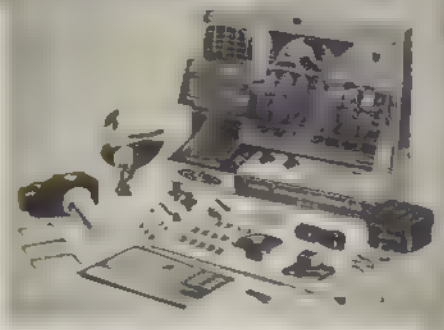
**(B) 5844T1210—Weather Station Mark II.** This home weather station with its professional equipment helps you make all the readings necessary for accurate weather prediction. Lab has a new Telemeter electric indoor wind direction indicator, and a compensated Aneroid Barometer. Operated by 1 "D" battery (not included). Measures 15½" x 6⅝" x 11½". Ship. wt. 6 lbs. **Retail $19.95**

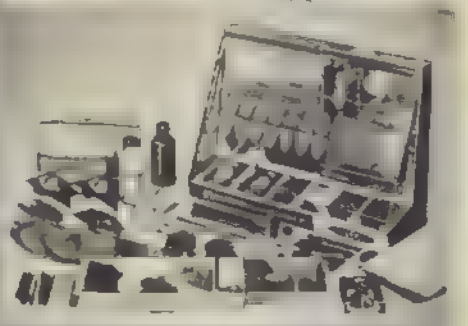
**(C) 5845T1997—Communications-Lab Mark III.** Become a communication expert. Set provides an insight into the world of transistors, condensers, resistors, speakers using easy-to-do rapid action plug-in circuitry. Build radios, an intercom, a P.A. system and an electronic wireless telegraph. Measures 15¾" x 5¾" x 11½". 6 "D" batteries required (not included). Ship. wt. 7 lbs. **Retail $29.95**

**(D) 5611T1647—Plastics Engineering Mark IV.** Youngsters learn basic fabricating techniques through actual laboratory creation of useful plastic products. Make a chess set, a motor boat, or a Mercury Capsule using different casting processes. Measures 15¼" x 6¾" x 11½". Ship. wt. 12 lbs. **Retail $25.00**









### BELL: THE TELEPHONE

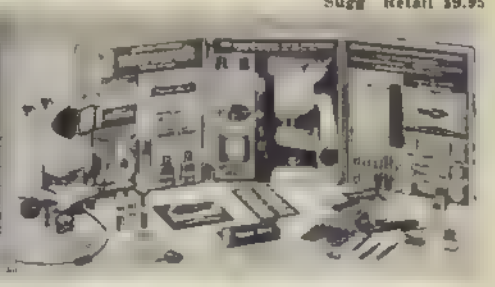
**5605T663** A replica of the invention that helped unify a growing America! The telephone, invented in 1876 by Alexander Graham Bell. Demonstrates the principles of sound powered voice transmission through actual two way communication and provides insight into telephone communication techniques of the future. Measures 9½" x 9½" x 7¾". Ship. wt. 5 lbs. **Sugg. Retail $9.95**

### CARTWRIGHT: THE POWER LOOM

**5846T663** Edmund Cartwright power loom played a significant part in the development of the industrial revolution. After building the power loom you can make dolls clothes, ties, belts, scarves and even enough squares for a quilt. The illustrated manual clearly explains the many wonderful articles you can make. Size 9½" x 9½" x 7¾". Ship. wt. 5 lbs. **Sugg. Retail $9.95**

### EDISON: THE PHONOGRAPH

**5847T663** Thomas Alva Edison gave the world over 1200 inventions. Now you can build a replica of his phonograph. Record and play back your own voice on wax cylinder. A special shaving device allows you to make up to 60 recordings on same cylinder. A complete history of Edison and his invention is found in the manual. Size 9½" x 9½" x 7¾". Ship. wt. 5 lbs. **Sugg. Retail $9.95**



### BIOCRAFT SENIOR LAB

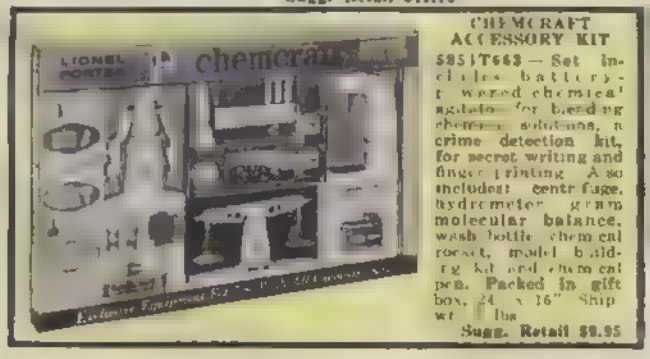
**5848T1330** Superb new three-turret microscope enables youngsters to examine animal cells, tissues, and organs. Magnifies 75, 150, 450 times. Electrically illuminated and equipped with per-fume light control. Contains real animal specimens and shrimp hatchery. Complete dissecting equipment. Accessories include two slides, candle, chemicals, and test tube rack. Also, microscope cover, lens cleaner, and guide sheets. Approved manual. Packed in 3-pane metal cabinet, 31½" x 13½". Ship. wt. 12 lbs. **Sugg. Retail $19.95**

### GEOLOGY EXPERIMENTAL LAB

**5849T997** This fine set delves into the mysteries of prehistoric life. Features four real fossil specimens of early life. Also 24 rock and mineral specimens and a new stand magnifier. Lab also contains an alcohol lamp, numerous test chemicals, Pyrex flask, thermometer, charcoal block, test tubes and rack. 136 Page manual. Cabinet measures 33½" x 13⅝". Ship. wt. 11 lbs. **Sugg. Retail $14.95**

### MICROCRAFT SENIOR LABMASTER

**5850T1997** — Outstanding scientific features and quality accessories highlight this advanced lab. Includes 10 separate magnifications from 40 to 750 times. High power coarse interchangeable binocular attachment, projector viewer and a new electronic stage and power pack. Special features are oversized glass objective, specimen section film strip, shrimp hatchery, three manuals and many more accessories. Metal cabinet opens to 34½" x 13½". Ship. wt. 12 lbs. **Sugg. Retail $29.95**




### CHEMCRAFT ACCESSORY KIT

**5851T663** — Set includes battery-powered chemical agitator for blending chemical solutions, a crime detection kit, for secret writing and finger printing. Also includes: centrifuge, hydrometer, gram molecular balance, wash bottle, chemical rocket, model building kit and chemical pen. Packed in gift box, 24" x 16". Ship. wt. 7 lbs. **Sugg. Retail $9.95**

**5852T1997** Comprehensive lab is ideally suited for advanced young chemists. Provides 915 experiments. Features include: wash bottle, atomic model kit, glass blowing and laboratory glassware, gram molecular balance, centrifuge, chemical rocket, atomic energy spectrascope and spectroscope. Lab also contains 30 bottles of chemicals, alcohol lamp and many other accessories. Six manuals and 3 chemical charts. Packaged in 6-pane metal cabinet 63" x 13⅝". Ship. wt. 18 lbs. **Sugg. Retail $29.95**

## $4.49 Three Outfits to Knit for Barbie

**Deluxe "Knitting For Barbie" Set.** So simple, even a youngster who has never knit before can turn out a high-fashion wardrobe for Barbie. Includes knitting bag, 5 assorted balls of 100% virgin wool, special knitting needles, easy-to-follow illustrated directions, thimble, ruler, pencil. Knitted clothes fit 11½-in. Barbie doll, sold on Page 257.

48 T 4767—(Dolls shown above not incl.) Ship. wt. 2 lbs. 3 oz. . **$4.49**

Goody Suggests

## "Little Red Spinning Wheel"

**$5.95**

**Little Red Spinning Wheel** It's a GOODY Special gift selection. An authentic reproduction designed to provide little girls with hours and hours of creative fun making hats, scarves, purses . . . even rugs. It's easy to operate too. Just move the wheel . . . loop the wool . . . and in and out comes finished braid. Wool, two knitting needles, three spinning heads included. Mattabe

48 T 4607 M—About 17x7¼x18⅛ in. Ship. wt. 4 lbs. 4 oz. **$5.95**

# To Make . . . To Play With

**$1.69 Each** Any 2 or More **$1.44 Each**

- **Let Her Make a Toy of Her Own . . . Enjoy the Thrill of Creative Play**
- **All Sets Are Easy to Make . . . Recommended for Children Ages 7 and Up**
- **Kits Include All Materials Necessary . . . Easy-to-Follow Instructions**

**Barbie Luncheon Embroidery Set.** Just right for the little one's parties. Four colorful silk-screened napkins to embroider with pictures of Barbie and Ken. Includes embroidery hoops, thread, needles, thimble, needle threader, scissors and complete easy-to-follow instructions.

48 T 4648D—Ship. wt. 10 oz. **$1.69**

**Laurel and Hardy Stuff and Lace Set.** Those popular TV funnymen are sure to delight any young lady. Includes handsome screened flannel cut-outs of dolls, two double thicknesses of wadding, plastic tipped wool yarn and felt applique. Abt. 12 in. tall. Instructions included.

48 T 8614D—Ship. wt. 15 oz. . . . . **$1.69**

**Here's Sidney Sac-No.** A very clever fellow who will certainly become the young lady's favorite. Do-It-Yourself kit includes: 2 ft. of tubular jersey knit fabric, plastic nose and feet, 2 oz. shredded foam for stuffing, colored felt, glue, directions. Makes a big 12-in. tall doll.

48 T 8616D—Ship. wt. 15 oz.

**Flintstones Picture Embroidery Set.** Feature-hungry those TV favorites—the Flintstones. An easy embroidery set . . . just match yarn color to picture color. Kit includes two large plastic frames with 3 color-decorated pictures, yarn, needles. With easy-to-follow instructions.

48 T 8618D—Ship. wt. 1 lb.

**Doodly Dan the Scarecrow.** Fun to make, to play with. Doodly Dan's a cinch to create—just tie and cut. Kit contains yarn, styrofoam ball, movable eyes, felt cut-out for mouth, instructions. Makes a big 15-in. scarecrow. Complete with colorful patchwork scarecrow suit.

48 T 4776D—Ship. wt. 15 oz. **$1.69**

**Daisy the Doodle Doll.** Little girls will love Daisy. She's easy to make—just tie, cut, and braid. She's a tall 15-in. playmate. Daisy Doodle kit contains all necessary materials—yarn, styrofoam ball, felt cut-outs for face, ribbon and material for her dress, simplified directions.

48 T 4775D—Ship. wt. 15 oz. **$1.69**

**Kookie Hat Kit.** Loads of laughs making up a clown's face by applying gay-colored felt cut-outs to this jaunty straw hat . . . more fun wearing it. Red bulbous nose squeaks when tweaked. Set of bright Sisal Pompons, needle, various colored thread. Fits any head—child or adult.

48 T 8629D—Ship. wt. 15 oz. **$1.69**

**Momba the Merry Monkey Yarn Knit Set.** Let her make her own doll. 10-in. tall monkey has bendable arms, legs, tail. Kit contains styrofoam ball, ample supply of nylon yarn, knitting spool and needle, stiffening wire, directions, colored felt to make hat, coat, etc.

48 T 8615D—Ship. wt. 15 oz. .

**Watchful Wilbur Craft Set.** This funny bird is a peoplewatcher . . . he stands, sits or hangs by his nose. Finished bird is 12 in. tall, a breeze to make. Includes 4 foam sheets in different colors, 10 yards of yarn, pair of rolling plastic eyes, needle and easy-to-follow instructions.

48 T 8617D—Ship. wt. 15 oz. .

**Pierre the Poodle.** Easy to make. Simply crochet three flat pieces, sew together, stuff and you have Pierre the Poodle. Includes "How to Crochet" instructions, all materials needed to make the lovable, huggable Pierre the Poodle doll. About 10 in. high.

48 T 8628D—Ship. wt. 15 oz. **$1.69**

**Order Now . . . But Save This Catalog! All Toys Will Be Available Until October 1, 1963**

# She Loves a Tea Party...

(J) **Chatty Cathy Tea Cart** with 28-Pc. Tea Set $5.99

Trays are removable

See Chatty Cathy Doll, Page 245

## Fine "Patio Ware" Dinner Set

(A) **98-Piece "Patio Ware" Dinner Set.** A complete dinner set with plenty of extras. Sure to delight any young homemaker. Break-resistant white plastic with bright blue and green Patio design . . . in modern square styling. 6 each, 6-in plates, cups, saucers, casseroles (with covers), salad bowls, clear plastic goblets, knives, forks, spoons . . . even 8 individual butter dishes. Percolator, warming stand, serving tray, trivet. Skillet with cover and handle. 3 medium-size serving casseroles, 1 large serving casserole. Large serving salad bowl with salad fork and spoon. Creamer and sugar bowl. Paper napkins, napkin holder. Salt and pepper shakers.
48 T 4684—Ship. wt. 3 lbs. 6 oz. ..... **$4.88**

**"Patio Ware" Serving Set.** 11-pc. Patio Ware set. Skillet (with cover, handle), 3 servers (with covers), percolator and warming stand.
48 T 4685—Ship. wt. 1 lb. ..... **$1.33**

## Tea Service . . . It's Real China

(B) **Dainty "Moss Rose" Real China Tea Set.** A GOODY special for the special little lady—a lovely 29-pc. complete service for 6. Real China—just like mother's. Dinner plates are 4½ in. diameter, other pieces in scale. 6 each: plates, cups, saucers. Teapot with lid, sugar bowl with lid, creamer, salt and pepper shakers, covered vegetable dish, meat platter, cake dish.
48 T 4772—Imported. Ship. wt. 6 lbs. .... **$2.98**

(C) **18-Pc "Silverware" Set.** Service for 6 in shiny aluminum with plastic handles grained to look like wood. Big enough for youngsters to use at their own mealtimes—knives 5¾ in. Yet perfect for playtime use. 6 each: knives, forks, spoons. Smoothly finished—no rough edges.
48 T 4645—Ship. wt. 7 oz. ..... **$1.39**

(D) **Big 76-Pc. Strawberry "Milk Glass" Tea Set.** Gay strawberry design on milk-white plastic. 8 each: 6-in. dinner plates, salad plates, saucers (with lacy openwork edges). 6 cups, teapot with cover, sugar bowl with cover, creamer with hobnail design. 6 clear goblets. 6 individual casseroles with covers, 1 large serving casserole with cover. Warming stand. 6 each knives, forks, spoons. Salt, pepper shakers. Paper napkins.
48 T 4640—Service for 8. Wt. 2 lbs. 12 oz. **$3.88**

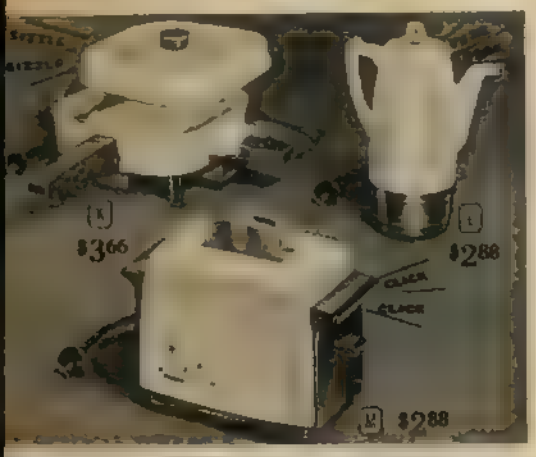
**54-Pc. Set.** Same as above, but service for 4.
48 T 4641—Ship. wt. 2 lbs. 2 oz. ..... **$2.98**

(E) **Plastic Food Set.** Realistic play foods. Meats, vegetables, desserts, party extras. 59-pc. service for 4 or 87-pc. service for 6.
48 T 4698—87 pieces (shown). Wt. 7 oz.. **$1.97**
48 T 4697—59 pieces. Ship. wt. 6 oz. .... **1.47**

(F) **Copper Kitchen.** Miniature metal kitchen with hinged white plastic doors that actually open and close. Wall oven and refrigerator with shelves. Counter-top range, dish washer, sink. Includes set of plastic dishes, pots and pans, food. Abt. 22¼x4¾x11 in.
48 T 4757—Ship. wt. 5 lbs. ..... **$4.44**

(G) **"Bacon 'n' Egg" Breakfast Set.** Coffeemaker really perks with water. Brightly-colored durable plastic. Percolator, stove operate on 2 "C" batteries (not included). 2 each: cups, saucers, knives, forks, spoons, "bacon-and-egg" sets, place mats. Sugar, Kleenex packs (filled); coffee can, food packs (empty).
48 T 4677—Ship. wt. 1 lb. 10 oz. ..... **$2.98**
48T2341X—"C" Cells. Wt. 2 oz. Ea. 16c; 4 for 56c

(H) **Corner Hutch Cabinet.** Pennsylvania Dutch design—red, yellow, green on sturdy white fiberboard. 3 shelves, 2 compartments below. Abt. 25¼x13½x57¼ in. high. With assembly instr. Dishes not includ. See (A) above. *Mail.*
48 T 4606 M—Ship. wt. 6 lbs. 8 oz. ..... **$3.98**




## Fun for Everyone in the Kitchen

(J) **Chatty Cathy Tea Cart** with 28-pc. service for 4. Steel cart on rolling casters. Removable trays. Lavender enamel. Tea set in white plastic. 4 each: plates, saucers, cups, knives, forks, spoons. Teapot with cover. Creamer, sugar bowl.
48 T 4682—Abt. 19 in. high. Wt. 7 lbs. .... **$5.99**

(K) (L) (M) **Kitchen Sound Appliances.** Unbreakable white polyethylene and hi-impact black styrene. Realistic cord, suction plug. Percolator, skillet need "C" batteries. Order below

(K) **"Sizzle Skillet"** with realistic bacon, eggs. Turn on switch—hear it sizzle. Needs 2 "C" Cell batteries. About 10x12x4 in.
48 T 4799—Ship. wt. 1 lb. 12 oz. ..... **$3.66**

(L) **"Perky Percolator"** perks like real coffee with water. Water pours from spout. Needs 1 "C" Cell battery. About 8 inches high.
48 T 4756—Ship. wt. 1 lb. 8 oz. ..... **$2.88**

(M) **"Toasty Toaster"** turns "toast" from white to brown automatically. Needs no batteries. Operates on timing mechanism. About 7½x5x4 in.
48 T 4661—Ship. wt. 12 oz. ..... **$2.88**
48T2341X—"C" Cells. Wt. 2 oz. Ea. 16c; 4 for 56c

**Just Say "Charge It"** SEE PAGE 227

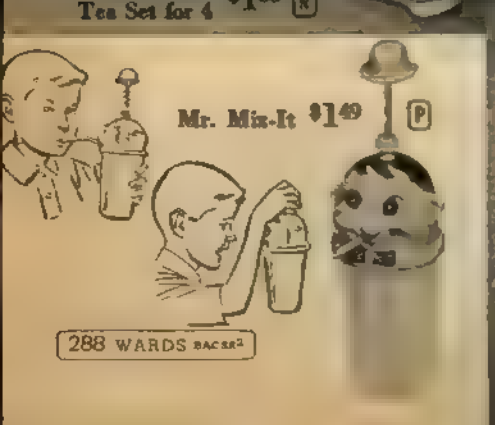
(N) **Petit Point Tea Set.** Gayly decorated service for 4. Metal plates, saucers with Petit Point design. Durable yellow plastic cups, bread-butter dishes, casseroles with covers. Teapot and cover. Flatware. Salt, pepper shakers.
48T8634-44-pc. set (shown). Wt. 1 lb. 12 oz. **$1.88**
48 T 8635—62-pc. service for 6. Wt. 2 lbs. **2.69**

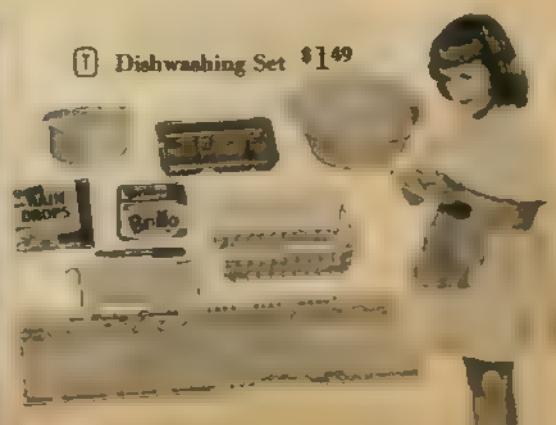
(P) **"Mr. Mix-It"** animated plastic mixer with whirling action. Pump Mr. Mix-It's derby up and down. Watch him work . . . mixing tasty treats. Insert plastic straw and sip. Mr. Mix-It is spillproof. About 12 in. high
48 T 4644—Ship. wt. 10 oz. ..... **$1.49**

(R) **Aluminum Breakfast Set.** Percolator coffee pot with stem, ground basket, cover . . . a real miniature. 4 each: cups, saucers, plates, knives, forks, spoons. Serving tray.
48 T 4680—28 pieces. Ship. wt. 13 oz. . **$1.49**

(T) **Suzy Goose Dishwashing Set.** Soft, flexible, long-wearing plastic. Dish pan, drainer. Silverware tray, scraper, garbage receptacle and cover, dish cloth, apron, Brillo pad, package of Raindrops, work chart.
48 T 8823—Ship. wt. 15 oz. ..... **$1.49**

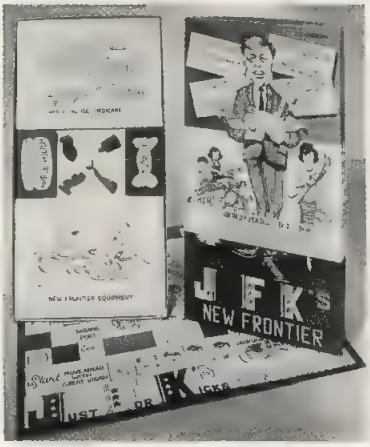
**SAVE THIS CATALOG. Toys Available Till Oct. 1, 1963**





ORIGINAL HEADQUARTERS FOR MILITARY TOYS
6 in 1 INVADER GUN converts to 6 different guns.
HAND GRENADE with "pull-out" Pin—shoots caps
Join the army of buyers who are consistently making profits with MACO TOYS
sales representation
200 fifth avenue
new york, n. y. suite 540
A PRODUCT OF MACO TOYS
FACTORY
633 BROOKLYN AVE.
BROOKLYN 3, N. Y.
200 FIFTH AVENUE
NEW YORK 10, N. Y.

# JUST FOR KICKS NEW FRONTIER




**This Year's Fastest Selling GAME**

You'll meet Frankie, Harry S., Edward R. Murrow, Bobby, A. Stevenson and a host of others. Funny from box cover to insert to instruction sheet

## UNBELIEVABLE — BUT — TRUE

THIS GAME requires no FEDERAL EXCISE STAMP, does not use batteries, needs no record player, and BELIEVE IT OR NOT, you don't even have to color it, but REPUBLICANS like it, DOCTORS like it, even DEMOCRATS play it, (AND IT DOESN'T UPSET THEIR STOMACHS). Armed with these vital statistics, we hope you, too, will play it . . . . . Just For Kicks

Pk. 1 & 2 Dozen, Wt. approx. 25 lbs. 2 Dz.

RETAIL $1.98 AGES 10 TO 100

With De Luxe Gameboard $2.98

**AMERICAN MARKETING**

**No. 11 DENVER HILTON HOTEL, DENVER (2), COLO.**

"makers of Rocket Shute & Jet Bicycle Speedometers." They're terrific.

West Coast Rep., J. C. UNGER & ASSOCIATES 1206 So. Maple Ave., Room 508, Los Angeles 15, Calif., RI 8-5767.

# The Show Goes On

1

**Magnajector $6.65 Complete**

3

**Duojector $11.84**

**1 Amazing Magnajector** projects any illustrated material in color; black-white, enlarges up to 4 ft. wide. Show portion of magazines . . . put machine over page. Or use "Picture-Lok" sliding base to project cards, photos up to 3x3¾ in. Ebony high impact plastic, adjustable twin lenses, easy-turn switch (Uses 60-watt bulb, not incl.) With set of 54 3¼x3 in. Rand McNally cards, illustrated both sides. 32x36-in. screen, instructions. About 10½x4½x7½ in. high. UL Appr. for 110-120 volt AC. Ages 7 to adults.

48 T 2014—Ship. wt. 3 lbs. 8 oz. . . . **$6.65**

**Magnajector Only**, no screen, base, cards.

48 T 2053—Ship. wt. 2 lbs. 8 oz. . . **$5.29**

**3 2-Way Duojector** projects brighter pictures whether you're showing transparent 35mm color slides, opaque pictures—portion of magazine page, coins, stamps etc. . . . has large opening. Set of 24 3½x5⅛-in. cards with stories on backs. Beige Polypropylene plastic, with brown trim. Projects slides and opaque pictures up to 4 ft. wide. Dial adjusts lenses, built-in card positioner in base, slide holder (slides not incl.), control switch. Use 100-watt light bulb (not incl.). Instr. booklet. About 13½x6½x8¾ in. high. UL Appr. for 110-120 volt AC, for ages 7 to adults.

48 T 2065—Ship. wt. 3 lbs. 4 oz. . **$11.84**

**4 Give-A-Show—See 112 Color Slides** of famous characters . . . including Popeye, Yogi Bear, Huckleberry Hound, others. 16 *shows*, each complete on strip of seven 35mm color slides. Projects up to 5x5 ft. on wall or surface . . . simple to operate . . . just snap on switch, pull slides through. Adjustable lens, carrying handle; projector abt. 9 in. long. Uses 3 "D" batteries, not incl. Sold pg. 345

48 T 2063—Ship. wt. 1 lb. 8 oz. . **$3.99**

**Deluxe Give-A-Show** With 224 color slides for 32 shows, 21 clear slides to draw on, wipe-off sketches, 3 coloring pencils

48 T 2061—Ship. wt. 2 lbs. 4 oz. **$6.49**

2

**Super Show Projector $9.49**

**2 Super-Show Projector** Exciting shows in 5 different ways—color, black-white. Projects to 4 ft. sq. on wall, screen. 12 action cartoon figures. Create original shows with pictures, objects up to 6 in. sq., 2 in. high. Use magic wand, crayons (incl.) and watch show take shape as you draw under curtain. "Boardwalk" masks over photos of friends, turn them into funny characters. 8 complete stories of TV characters, each on strip of 7, 35-mm color slides. . . . project 2 ft. sq. Durable plastic. Abt. 15 in. long. Use 100-watt bulb (not incl.). UL Appr.

48 T 2000 M—Ship. wt. 4 lbs. 8 oz.. **$9.49**

**5 Real 8mm Movie Projector** in portable case with screen inside detachable cover. A *complete movie theater*. Includes a barker's record to call in customers. Battery powered, hand-operated . . . show 8mm home movie films, animated cartoons, western. Easy to thread, focus, rewind; molded high impact plastic, precision lens, abt. 6½x7x4 in. With 2 film reels, take-up empty reel, roll admission tickets, manager's card, 7 in. unbreakable barker's record, instr. Needs 2 "D" Batteries, (not incl.). Sold Pg. 345

48 T 2040—Ship. wt. 2 lbs. 8 oz.

48T2057—3 Extra Films. New western, cartoon, comedy. 25 ft. ea. roll. Wt. 8 oz. **2.89**

4

**Give-A-Show**

PROJECTOR WITH 112 COLOR SLIDES

**$3.99**

**Deluxe Movie Theater Outfit**

**$7.88 Complete**

5

# Miniature Labs

Skill Craft

INSPIRE YOUNG SCIENTISTS

Ⓐ **Our Very Finest And Most Complete Laboratory.** Includes precision binocular microscope with exclusive "Barlow" lens and polaroid fixtures for color viewing. Triple objective revolving turret with 5 powers for magnification up to 1000X (converts to monocular for single eye viewing). Magna-vue projection hood for group viewing. Electric stage light for illumination. Complete supply of accessories and specimens to use with microscope. Fully equipped chemistry section, 20 chemicals, spinthariscope for safe viewing of atomic energy, molecular model kit, precision beam scale, glass blowing equipment, tripod and many other lab accessories. Detailed instruction and experimental manual. Cabinet opens to 57x13½ in

48 T 2306 M *Mailable.* Ship. wt. 19 lbs. ..... **$24.88**

Ⓑ **Student Chemistry Lab.** Perform many experiments of chemistry magic; secret writing, finger printing, testing food and water, color analysis and others. Clearly described in illustrated manual. Chemicals, pyrex test tubes, alcohol lamp, petri dish, measuring cup and many other fine utensils are in this attractive steel cabinet. Opens to 19x13½ in

48 T 2301—Shipping wt. 6 lbs. ..... **$4.77**

Ⓒ **Advanced Binocular Microscope Lab.** Precision microscope with revolving turret is convertible to monocular, binocular or group viewing. Exclusive "Barlow" lens provides 6 magnifications up to 1000X. Includes electric stage light, magni-vue, dissecting needles and parts for making slides. Specimens include bee, butterfly, and real "shrimp eggs" that hatch. Illustrated manual of experiments. Cabinet opens to 28½x13½ in

48 T 2305—Shipping wt. 7 lbs. 8 oz. **$14.95**

Ⓓ **Beginners' Microscope Lab.** Precision microscope has 6 magnifications, 50 to 450 power. Includes equipment to make and label slides, real "shrimp eggs" that hatch, manual of interesting experiments. 16x8½x3¼ in. Steel laboratory case.

48 T 2303—Shipping wt. 4 lbs. 8 oz. ..... **$5.98**

Ⓔ **"Research" Biology And Microscope Lab.** Work with authentic preserved specimens. Make your own slides and view tissues with fine precision microscope with extra high power eyepiece which gives 6 magnifications from 50 to 450 power. Specimens include perch, crayfish, frog. Precision instruments include scalpel, spatula, tweezers, dissecting needles, microtome for cutting cross-sections of tissue. Also pyrex test tubes, test tube rack, detailed illustrated biology manual. Beautiful lithographed steel cabinet opens to 28½x13½ in

48 T 2304—Shipping wt. 9 lbs. 14 oz. ..... **$10.98**

Ⓕ **Deluxe Chemistry Lab.** Our finest chemistry lab, designed for advanced students to perform hundreds of experiments testing foods, textiles, soil, making water color paints, inks, dyes and spectacular color fountains. Colorful steel cabinet opens to 57x13½ in., contains chemicals; precision balance scale, alcohol lamp with blow torch, large petri (mixing) dish, measuring cup, pyrex test tubes, 2 test tube racks. Tubing for glass blowing. Many other accessories. Experiment and instruction manual.

48 T 2302 M—Shipping wt. 11 lbs. *Mailable* ..... **$9.99**

Ⓑ $4.77

Ⓒ $14.95

Ⓓ $5.98

Ⓔ $10.98

Ⓕ $9.99

"Charge It"

SEE PAGE 227

My son, the CHAMP!
Sure I'm proud. Why not? He started out with one small bag of Marble King marbles, and now he's got enough to build a palace. And my, what beauties! Rainbows. Rainbow reds. Marine puries. Jumbo shooters. Even Cat's Eyes, yet. Of course, what could happen tomorrow I don't want to think about Maybe he'll have an off day. Maybe he'll lose the title. So I'll buy him another bag. Marble King, naturally.
"MARBLE KING" MARBLES
BERRY PINK INDU
Avenue, N.Y. 16,
the World's Largest Producers of Quality M
for free samples and price

## Push-button Marionettes

$2.59 each

Simple to operate . . even little tots can make them perform. Push button keys on plastic paddle control produce comic actions. Tangle proof strings. Molded vinyl heads, cotton bodies. 12 inches tall

1 **Yogi Bear.**
49 N 6196—Wt. 12 oz. $2.59

2 **Alvin.**
49 N 6197—Wt. 12 oz.. 2.59

3 **Bozo the Clown.**
49 N 6198—Wt. 12 oz.. 2.59

4 **Huck Hound.**
49 N 6199—Wt. 12 oz.. 2.59

## Marionettes by Gund

$2.99 each

Junior puppeteers can start a fascinating hobby and put their imagination to work with these easy-to-operate cartoon characters. Simple one-hand control gives easy animation. Control, hands, feet molded of hard plastic. Molded vinyl heads with painted features. Colorful cotton percale and felt costumes. 12 inches high.

(5) 49 N 6130 - Jiminy Cricket
(6) 49 N 6131—Mickey Mouse
(7) 49 N 6133—Olive Oyl
(8) 49 N 6132—Popeye
Shipping weight each 10 oz..$2.99

## Professional-type Ventriloquist Dummies

Danny O'Day $6.88 Jerry Mahoney $5.88 $9.97

9 **Danny O'Day.** Kids can make Danny's wisecracks as they move his mouth with string manipulation. Movable vinyl head, cotton stuffed body. Sportily dressed in checked jacket, solid color pants, white ascot and shoes. Instructions. 30 inches tall.
49 N 3639—Shipping weight 3 lbs. 4 oz..$6.88

10 **Jerry Mahoney.** Youngsters will have great fun making this TV character "talk." Mouth opens with string manipulation. Movable vinyl head; cotton-stuffed body. Dressed in cotton gabardine suit, sewn-on shirt front, tie, shoes. Instruction book. 24 inches tall. Shipping weight 2 pounds 8 ounces.
49 N 3594 . . . . . $5.88

11 **Schoolteacher-Nurse.** This 2-career personality is dressed as school teacher, ready to help you learn your lessons. She's wearing 2-pc. cotton suit with dickie vest, pants, high heels. Also has nurse's outfit . . with blue and white cap, red cross emblem. Vinyl head, arms, legs. Cotton-stuffed body. Rooted Saran hair. Pull string to move mouth. Instructions. 30 inches tall. Shipping weight 3 pounds.
49 N 3650.....$9.97

## Puppy Puppets

It's a dog's life with 3 molded latex rubber puppies . . Rags, the Fire House Dog, Tommy Terrier and Billy Beagle. Movable eyes. Detailed, hand-decorated. Easy to move. Washable. 7¾ to 9½ inches high. Shipping weight 10 ounces
49 N 6195. Set $2.66

## Shari Lewis TV Puppets

Youngsters can act out their own shows with Shari's comic characters . . Lamb Chop, Hush Puppy, Charlie Horse. Soft vinyl heads make the funniest expressions. Cotton bodies. About 10 inches tall. 45-rpm record included for dialogue. Shpg. wt. 1 lb.
49 N 6202. . . Set $2.37

## TV Puppets

89¢ each

Bring your favorite TV characters to life. Molded vinyl heads. Brightly colored cotton percale bodies with cotton felt touches. Washable. 10 in. tall.

(12) 49 N 6117—Bozo the Clown
(13) 49 N 6114—Huck Hound
(14) 49 N 6113—Yogi Bear
(15) 49 N 6119—Fred Flintstone
(16) 49 N 6189—Alvin
(17) 49 N 6201—Mr. Ed
Shipping weight each 6 oz. Each 89c

## Puppet Theater converts to Marionette Stage

$4.84

Hang plastic curtain from top and there's a marionette stage. Shift the curtain and you have a hand puppet playhouse. Sturdy reinforced fiberboard theater easy to set up, put away. Interlocking assembly. Folds flat for storage. Big 5-foot height gives the needed performing room for junior puppeteers. Puppets not included
79 N 6203C—Shipping weight 9 pounds . . . . . $4.84

## Professional quality electric guitars

**(A) ARCHED AUDITORIUM ELECTRIC GUITAR.** Hollow body hardwood construction; ovalled fingerboard. Mahogany fin. 15 lbs. FOB
60 B 2558F Single pickup **38.50**
60 B 2559F—Dual pickup **51.95**
60 B 2950F—Case Wt. 8 lbs. **7.75**

**(B) "PLAYBOY" SOLID-BODY CUTAWAY ELECTRIC GUITAR.** Narrow easy-to-play neck adjustable screws for each string. Volume control. Bronze finish. Wt. 17 lbs. FOB
60 B 2560F—Dual pickup **64.95**
60 B 2561F—Single pickup **51.50**
60 B 2591F—Case. Wt. 4 lbs. **6.50**

**(C) "ROCKET" ULTRA-THIN CUTAWAY ELECTRIC GUITAR.** Ultra-thin neck, arched tone chamber straight line fingerboard, volume control. Hardwood, celluloid edge. 15 lbs.
**Triple pickup.** 3 tone, 3 vol controls.
60 B 2562F—FOB . . . . . **89.95**
**Dual pickup.** 2 tone, 2 vol controls.
60 B 2563F—FOB . . . . . **72.50**
**Single pickup.** Volume, tone control
60 B 2564F—FOB . . . . . **53.50**
60 B 2565F—Case. Wt. 6 lbs. **9.50**

**(D) "MARS" CUTAWAY ELECTRIC GUITAR.** Hollow tone chamber wood body ebonized maple fingerboard. Steel-reinforced straight line neck. Built-in high-y responsive single pickup. tone volume controls. Quick change slide switch. Sunburst shaded finish. FOB
60 B 2592F—Wt. 8 lbs. **46.95**

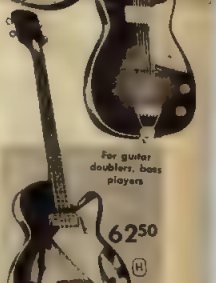
**(E) "MARS" CUTAWAY DOUBLE PICKUP MODEL.** Construction as D above. Built in dual pickups each with tone, volume control, 3-position selector switch. Forward pickup for rhythm, bridge pickup for take-off or both. FOB
60 B 2593F—Wt. 8 lbs. **63.50**
**CASE** for Mars' guitars. FOB
60 B 2594F. Wt. 4 lbs. **8.50**

**(F) "MERCURY" CUTAWAY ELECTRIC GUITAR.** Multiple pickup with single unit! Ultra-slim oval neck rosewood fingerboard; hollow tone chamber body. Rhythm, treble/bass selector switch. Ultra-slim neck with Torque Lok. Sunburst finish. FOB.*
60 B 2595F—Wt. 8 lbs. **63.95**
60 B 2597F—Case. Wt. 4 lbs. **12.50**

**(G) "JUPITER" CUTAWAY ELECTRIC GUITAR.** True string tone fidelity with any desired blending of effects! Dual pickups; conventional 3-way switch, volume, tone controls plus blender control. Hollow body "Tone Chamber" construction. Gold-en sunburst curly maple back, spruce top, ultra-slim neck; rosewood fingerboard, Torque Lok reinforcing rod adjustable bridge. Wt. 8 lbs. FOB.*
60 B 2596F—No money dn **95.00**
60 B 2597F—Case. Wt. 4 lbs **12.50**

**(H) NEW! ELECTRIC BASS GUITAR.** Comfortable auditorium size, ultra thin hollow tone chamber body laminated maple top, back, celluloid bound. Fingertip switch for choice of full bass, lighter baritone responses, separate tone, volume controls. Slim Torque-Lok reinforced neck; 15 frets clear of body. Ebonized fingerboard. 2" rim. 15⅜x44¼ overall. Shpg. wt 11 lbs. FOB
60 B 2598F—No money dn. **62.50**
60 B 2599F—Case. Wt. 4 lbs **10.75**

*Guitars (A) through (H) shipped FOB New York or Illinois



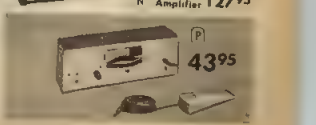
**(J) PROFESSIONAL HAWAIIAN ELECTRIC GUITAR** Highly responsive pickup, special tone control volume control with extended handle for special effects. Easy-hold, easy-play 2-level body plastic fingerboard, hardrock nickel plated machine heads. Extension cord. Gleaming polished black white finish. 8x31¾" long. FOB New York or Ill
60 B 2907F—Shpg. wt. 9 lbs. . . . **63.95**
60 B 2908F—Hard-shell Case. Wt. 4 lbs. . . . **17.75**

**(K) HAWAIIAN ELECTRIC GUITAR.** Solid hard wood, copper bronze lacquer finish. 23" scale. Easy-to-play design fret, markers. Tone and volume controls on built-in pickup. 7x34" FOB N.Y.
60 B 2578F—Wt. 14 lbs. No money down . **31.75**
60 B 2579F—Carrying Case. Wt. 3 lbs. . . **5.45**

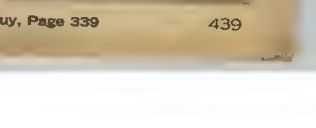
**(L) "SUPER" AMPLIFIER.** Dynamic 4-tube circuit using preferred tubes (1 multi purpose for extraordinary 4-tube performance. Volume control with AC line switch. Gleaming chrome plated chassis and three inputs. Solid ¾" lock corner cabinet covered with tough black and white washable fabric. Saran-wrap grille. 8-foot line cord with unbreakable plug. Jensen 8" quality speaker. Maximum output 4.5 watts. Dimensions 15¾x11¼x7½" deep. Shipping weight 14 lbs. 8 oz. FOB Illinois
60 B 9303F No money down **38.50**

**(M) "SUPREME" AMPLIFIER.** Powerful 5-tube push-pull design using new RCA output tubes (2 dual-purpose). Three inputs; separate volume and tone controls. Complete with tone pistol light AC toggle line switch. Excellent 17 watt peak output performance. High quality 10" Jensen speaker. Beautiful scuff proof black and silver Tolex fabric covering accented in white. Solid ¾" lock-corner cabinet. Dimensions 20¾" long, 13¼" high, 8½" deep. Shipping weight 23 lbs. FOB Illinois
60 B 9304F—No money down **71.50**

**(N) "COMBO" AMPLIFIER.** Professional model for guitar and accordion. Professional heavy-duty all-purpose 6-tube, 2-section chassis. Three dual purpose tubes for equivalent power of 8-tube amplifier. Two separate channels with separate volume and tone controls. Special tone range switches, organ tone tremolo with separate switch, speed, intensity controls. Standby AC line switches. Black and white cabinet 20½x18x8½" 15" speaker. Wt
60 B 9305F—Wt. 67 lbs. 8 oz. FOB Ill. . **127.95**
and white cabinet 20½x18x8½" 15" speaker. Wt




**(P) REVERB UNIT WITH REMOTE CONTROL CORD.** Use with any amplifier for reverberation effects. Create illusion of vast echo chambers. control exact degree of effect. Easy plug-in design
60 B 9306F—Wt. 12 lbs. FOB Ill . . . . . **43.95**



## Mystery Ship by Marx

**$3.77**

Just crank enclosed gyroscope which spins at 3000 revolutions per minute. Spin ship on stand you can whirl, or put on floor. It turns slowly yet keeps level like a space craft. 8-in. ship has 2 astronauts. With "flight" stand, moon base, hand crank, 1¾ in. moonmen, spacemen. Also 2 space cars, rockets. Plastic and steel construction.

49 N 4729—Wt. 2 lbs. 10 oz. $3.77

## Saucer launches spaceman!

**$4.95** without batteries

3 . . 2 . . 1 blast off! Spaceman in cone soars up. Air current blows from lithographed steel flying saucer, holds it aloft, alternates to raise or lower cone. 8-in. saucer rolls on floor beneath cone. If saucer hits object, it backs off and continues. Domelights flash and lighted, see-through cockpit shows 3 space commanders. Uses 2 "D" batteries. Order below. From Japan.

49 N 5714—Shpg. wt. 1 lb. 12 oz. $4.95

## Water-powered Rocket soars 250 feet

**Releases capsule . . parachutes to earth**

**Price includes separate launcher gun, 4 saucers $3.69**

You're commander of Project Mercury. Launching site is your own backyard. Add water to 15-inch plastic rocket. Set on platform, pump in air and release it. Rocket shoots into space, Friendship Capsule-carrying plastic astronaut-parachutes to ground. With launcher pump, filter. Plus launcher gun and flying saucers.

49 N 6365—Shipping weight 1 pound 4 ounces . . . . . $3.69

$1.95

## Toy Capsule shoots sparks

Push 10-inch capsule to start it rolling. Everything's A-OK when siren screams . . sparks fly from exhaust . . friction motor "roars." Astronaut inside "floats in space." Colorfully decorated steel. Clear plastic window. From Japan.

49 N 5719—Shipping wt. 14 oz. . . . . $1.95

$3.95 without batteries

## Spacemobile moves all ways

Mystery-action . . . runs with jets screaming, hits wall and turns. Revolving lighted engine. 4-wheel action. Lithographed steel. 10¾ in. long. Buy 2 "D" batteries below.

49 N 5712—Shipping wt. 1 lb. 8 oz. . . . $3.95

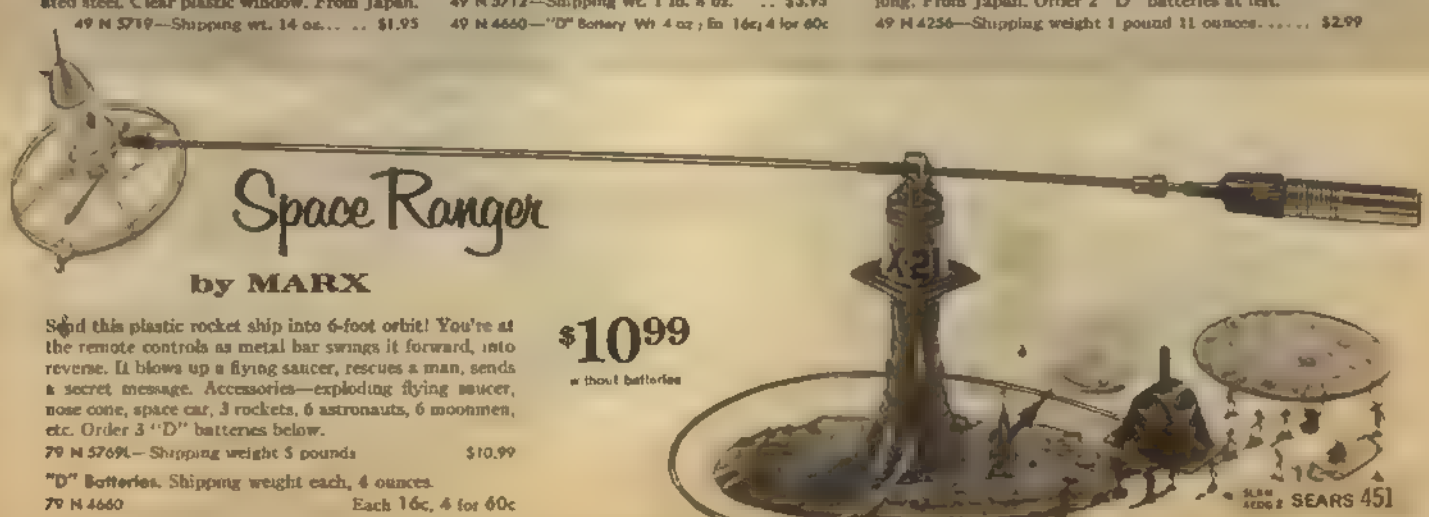
49 N 4660—"D" Battery. Wt. 4 oz.; 6 in. 16¢; 4 for 60¢

"Radar" scans sky . . warning lights blink . . "missiles" fire

**$2.99** without batteries

Air Defense Center is busy with action . . has rotating antenna and radar scope; winking lights, moving air speed register and altimeter. 3 rubber-tipped darts. Steel, 12 in. long. From Japan. Order 2 "D" batteries at left.

49 N 4256—Shipping weight 1 pound 11 ounces . . . . . $2.99



## Space Ranger

**by MARX**

Send this plastic rocket ship into 6-foot orbit! You're at the remote controls as metal bar swings it forward, into reverse. It blows up a flying saucer, rescues a man, sends a secret message. Accessories—exploding flying saucer, nose cone, space car, 3 rockets, 6 astronauts, 6 moonmen, etc. Order 3 "D" batteries below.

79 N 5769L—Shipping weight 5 pounds $10.99

**$10.99** without batteries

**"D" Batteries.** Shipping weight each, 4 ounces.

79 N 4660 Each 16¢, 4 for 60¢

20-piece Airport Set **$4.99**

### Planes and Vehicles have roaring friction engines

Here's an airport set that has everything—from cardboard terminal building, hanger, 33x21-in. field to steel airport signs. Five 6½ to 10-in. steel planes include 3 jet craft, prop airplane, and helicopter that spin their blades as they roll. Four 4½-in. steel cars and trucks. Colorfully decorated. From Japan.

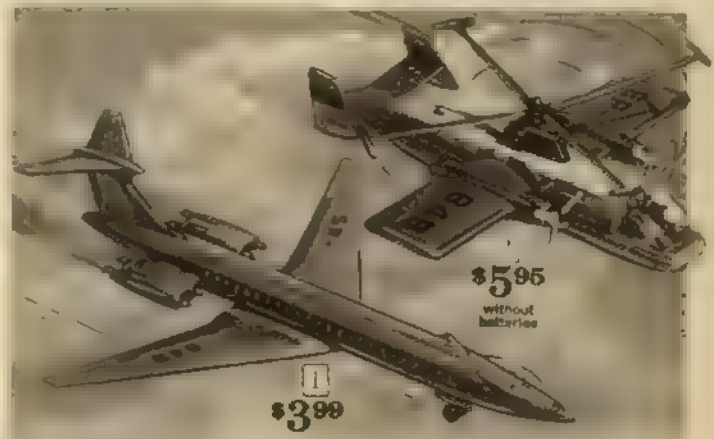
79 N 5828C—Shipping weight 5 pounds ..... Set $4.99

**$6.95**

### Big 2-foot Cargo Plane hauls 4 friction-engine Cars

Red, white and blue ship opens in the middle, 4½-in. cars make mock-motor noise rolling up the rear ramp, unloading at forward ramp. All "serviced" by friction-powered gas truck. All are strong steel. All made in Japan.

79 N 4217C—Shipping weight 3 pounds..... $6.95



**$5.95** without batteries

[1] **$3.99**

### Friction engine whines like jet as Plane rolls

[1] 2-foot long steel jetliner, sleek sonic giant of the air. Push lever: door opens, showing welcoming hostess. Push lever back: door closes, passenger's faces appear at windows. Made exclusively for Sears in Japan.

79 N 4299C—Shipping weight 3 pounds..... $3.99

### Motorized Helicopter shifts into 3 speeds automatically

[2] Press lever, jet rotors revolve, slowly at first then faster twin props kick in and rev up to top speed. Plane runs forward for "take off". At end of run props, rotors slow to stop. Steel, 18¾ in. long. From Japan.

49 N 4209—Shpg. wt. 3 lbs. (Order 2 "D" batteries on facing page.)....$5.95

## REMCO Sky Diver

**$8.66** without batteries

Switch on the motor and hear the 31-in. jet's high-pitched whine. Put Skydiver in ejection seat. Release canopy. Seat and chute are ejected into air. Seat separates, Skydiver floats down in multicolor silk parachute. Jet moves when pulled by 6½-in. motorized tractor. Shipping weight 5 pounds.

79N5158R . $8.66

Order 4 "D" batteries, sold on facing page

### Battery-powered steel Copter with 37-piece cut-out Marine batallion **$4.95** without batteries

Runs along ground as blades whirl. Then stops: rear light flashes, door opens and ramp comes down. 15½ in. long. Hauls fighting unit complete with cardboard artillery, vehicles. Order 2 "D" batteries on facing page.

49 N 5785—Shipping weight 2 pounds 3 ounces ..... $4.95

# Dependable Timekeepers

**Battery Alarm Clock**
2252N1100—New, sensational Development in clocks. Operates approximately one year on one regular flashlight battery. Silent running, clear bell alarm, luminous dial. Fully guaranteed. Grey with ivory dial or ivory with black dial. Size 3½"x6¼". Specify Color.
Retail $16.95

**Florn Junior Alarm Clock**
1952N325—A highly styled 2 bell junior alarm clock, 30-hour movement, luminous fancy dials and finished in all polished brass case. Size 2½" diameter, 3½" high.
Retail $4.95

**Spartus "Time-O-Lite"**
2028N777—A unique and decorative combination of modern styled lamp and accurate electric timepiece. Shade revolves on a turntable indicating correct time. Separate on/off switch for lamp. Gold finished base and trim with contrasting white shade and black numerals. Size: Base 5¼" dia., Shade 4½" dia. Over-all ht. 10⅜"
Retail $12.95

- Realistic Action
- Accurate Timekeepers

**Spartus "Fry Clock"**
1649N417—Electric Clock. Attractively designed to fit into both modern or traditional kitchen styling. Simulated fry pan case has a lustrous copper finish. Dial has easy to read, 3rd dimensional, black numerals. Fits flat against any wall. Size 8½" in dia.
Retail $6.95

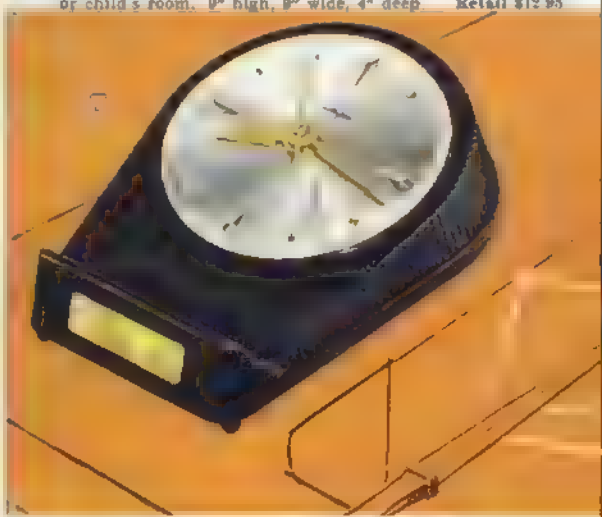
**Spartus "King"**
2067N417—A truly regal decorative electric clock for living room, kitchen or den. The concave shaped walnut grain finished background combines with polished gold centerpiece to make it the focal point of any room. Black dial with Gold hands and numerals. Size 10" in dia.
Retail $6.95

**Mastercrafters "Pot Belly"**
2074N637—Clever Replica of Old Fashioned Pot Belly Stove. Fire box flickers simulating glowing colors. Easy to read 4" dial. Electric clock hangs or stands. 11¾" high, 6¾" wide.
Retail $10.95

**Mastercrafters "Shell Clock"**
2253N777—Softly illuminated dial makes an excellent television night light clock-lamp. Light controlled by pin switch. An attractive shell configuration suitable for any decor. Neutral pearl essence finished case with bright brass plated indicators and nautical figurines. An ideal electric mantel clock for living room, den, bedroom, office or child's room. 9" high, 9" wide, 4" deep.
Retail $12.95

**Mastercrafters "Country Church"**
1987N1077—Figure at bottom pulls cord that moves bell at top, on hour and half-hour. Pin switch controls light on bottom scene that also illuminates stained window. Plastic case. UL approved, self-starting electric movement. 4" dial. 12⅛" high, 7½" wide. White or Gold. Specify.
Retail $17.95

**Mastercrafters "Fireplace"**
1582N1017—Realistic flames dance and flicker. Case of beautiful walnut plastic. Gold-finish dial, easy to read. Electric. 10⅛" high, 7½" wide, 4¾" deep.
Retail $16.95



**Mastercrafters "Desk Clock"**
An ideal gift for executive, secretary, home or student. An attractive clock for the desk or table. Has pen or pencil holder. Easy to read 5½" metal dial with twelve jewel-like raised indicators. Available in cordless battery operated which will run for one year on one flashlight battery, or dependable electric self-starting, movement in Ebony case. 6½" wide, 8½" long, 3" high.
2254N1197—Battery
Retail $10.95
2255N777—Electric
Retail $12.95

**All Clocks Are Subject to 10% Federal Excise Tax**

# SETH THOMAS

## Traditional and Modern Designs of America's Best-Loved Clocks

All Clocks are Subject to 10% Federal Excise Tax

"Medbury" Mantel Clock

A distinctive tambour clock with quarter-hour Westminster chimes. The rich mahogany case with front panel of walnut veneer has gracefully sweeping lines. Silvery dial with stylized hands and numerals in black. Height 9¼", width 20", depth 6⅛", dial 6½". Retail

1549N4690—Medbury 8-Day..$75.00
1927N4690—Medbury Elec... 75.00

"Lynton" Mantel Clock

A handsome tambour clock with hour and half-hour strike. Beautifully grained mahogany case with contrasting lighter band along the base. Brown numerals against a light dial background. Height 8¼", width 16¾", depth 4¾", dial 5".

2118N2835—Lynton Electric .....Retail $45.00
2119N2835—Lynton 8-Day .....Retail 45.00

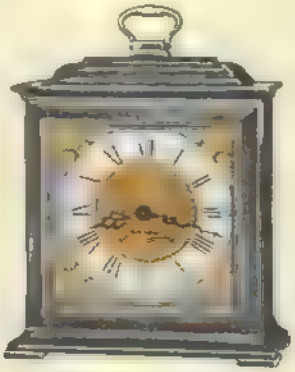
"Brookfield"

Reflects the quaint charm of Early American banjos. Strikes hours and half-hours. Mahogany case with brass trim. Colorful panels. Silver dial with Black numerals. Height 29", width 9¾", dial 5⅜".

1550N5595—8-Day Keywound Retail $89.50

"Legacy"

2050N7875 — Quarter-hour Westminster Chime, 8-Day Keywound. Retains the dignity and charm of a famous design created by Thomas Tompion, an 18th century English master. Beautifully grained mahogany case accented by select crotch mahogany veneer. Antique brass dial has hevy center and corner decorations and Silvered dial ring with Roman numerals etched and filled in Black. Height 14⅜" Width 10¾" Depth 7½" Dial ring 6" Retail $125.00



"Exeter" with Hour and Half-hour Strike

A reproduction of a 17th Century English bracket clock. Beautifully proportioned mahogany case with antique finished handle, dial illuminated with 16K gold leaf black corner decorations and numerals. Shock-protected floating escapement with suspended balance. Silencing lever to shut off striking mechanism. Height 10¼" width 7⅛" depth 3⅞", dial 5½" Retail

2120N3125—Exeter Electric Mahogany Finish ..... $39.95
2121N3125—Exeter 8-day Nutmeg Finish 49.95

"Homestead"

2219N2835—A charming replica of an Early American banjo clock. 8-day, 5-jewel, keywound. Beautifully grained mahogany case with polished solid brass Colonial spool and scroll trim. Light dial background with contrasting black numerals and hands. Height 14¼" Width 6½" Depth 2½". Dial 4½" Retail $45.00

★ NOTICE—All prices quoted in this Catalog are either the Manufacturer's Recommended Suggested Retail Prices. They are or the prices at which Bennett Brothers sell. See Trade Information

"Mantelette"

2120N885 — The tambour style Seth Thomas made famous—here now in a small "compact" version for today's living. Perfect for narrow mantels, bookcase, table or dresser. Hand-crafted case of solid maple with decorative gold colored strip along base. Available in maple or mahogany finish. Height 4½". Width 8¾". Depth 2¾" Dial 3". Specify finish. Retail $13.64

"Canewood" Electric Alarm

1920N975—A combination of solid mahogany or walnut finish case, and woven-wicker front to make Canewood a pleasant addition to any decor. Polished solid brass bezel frames and full-figured dial. Luminous hands and hour dots. Solid brass spool-type feet. Height 4⅞". Width 6". Depth 2½". Dial 5". Specify finish. Retail $14.95

"Antique"

2221N975—The first electric alarm clock to capitalize on the Early American trend—yet a perfect accessory for any decor. Solid mahogany case finished in maple or mahogany. Black numerals on bright white dial background. Luminous hands, and hour dots. Electric Alarm. Height 6⅞". Width 5⅜". Depth 2¾". Dial 3". Specify finish. Retail $14.95

"Baxter"

2049N1575—Electric. Favorite clock for a man's desk and an attractive addition to den, living room or bookcase. Rich grained solid mahogany case. Silver-plated dial with embossed center in ivory. Polished solid brass bezel. Height 4¼". Width 8½", Depth 2⅝" Dial 6¼"x2½". Retail $24.95

"Beverly"

2222N710—The newest fashion in wood cased alarms in two finishes—walnut and mahogany. Beveled sides and contoured top and base combine to give the clock a smooth-free-flowing look. Radial numeral dial, luminous hour dots and hands. Height 4⅛". Width 4⅜". Depth 1⅞". Dial 3⅛". Specify finish. Retail $10.95



**Prices Shown Do Not Include 10% Federal Excise Tax**

# "MAGIC MILL" YOUR VOLUME SALES GETTER!

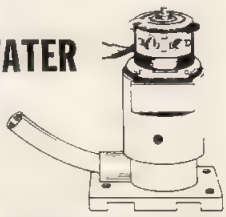
Snaps together. Marbleized, and now at New LOW Price — **$4.95** Retail.

Realistic, churns real foamy water. Perfect for railroad layouts, Xmas tree or village displays.

## KLASGO MFG. CO.

**5829 FORBES AVENUE**
**PITTSBURGH 17, PA.**

## "MAGIC" WATER PUMP



Pumps 1-pint of water per minute. Safe, clean. **$2.25** Retail.

---

NOW...

© 1964 by National Periodical Publications, Inc.

## HELPS SELL

### 6,000,000 FULL-COLOR ADS IN BIG PRE-CHRISTMAS PUSH

During November and December, "Matchbox" Series will be featured in four-color ads in twenty-five National Comics magazines, with 6,000,000 circulation.

Every magazine is read by at least 3 youngsters—18,000,000 youthful readers will therefore read The National Comics Group. **This means about every other 7-14-year-old in your neighborhood!**

To get maximum sales and profits, stock up now and display "Matchbox" Series up in front.

**THE NATIONAL COMICS GROUP**
**205 E. 42nd STREET, NEW YORK 17, NEW YORK**
***MOST POWERFUL PRINT MEDIUM TO SELL KIDS***

---

## WE ARE SHIPPING! To You?

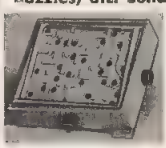
**TRU-SCALE AUGER ELEVATOR**

**A-414 — $3.00**

*Send for Catalog*
**CARTER TRU-SCALE MACHINE CO.** ROCKFORD ILLINOIS

---

**See our hundreds of unusual imported STOCKING STUFFER toys, games, dolls, puzzles, etc. Send for 130 page catalog.**



**#3612 — WOOD LABYRINTH GAME.** Handsome blond wood maze with precision tilting knobs. Object: guide steel ball from start to finish, avoiding traps and holes. Perfect coordination game for all ages.

**10½" x 12". Cost: $35.40 doz.**

***Send for our latest 130 page catalog.***

MAIL ORDERS TO: Dept. P, 2 W. 35th St., New York 1, N.Y **B. SHACKMAN & CO.** VISIT OUR SHOWROOMS

**Each says 11 things at random . . . just pull the Magic Ring!**

## From the enchanted world of Talking Dolls . . .

come this delightful array of lovable, cuddly Mattel play-mates. Just a pull of the magic ring and they speak with real sounding voices that need no batteries.

### New, adorable Chatty Baby and her wardrobe

**A** Winsome 18-month-old laughs and cries, too. Her eyes open and close, head, arms, legs are movable. You can even brush her lovely hair. Wears red pinafore over white romper, red and white slipper-socks, red ribbon. Select the rest of her wardrobe at right. Wt. 3 lbs. 8 oz.

96 B 0429H—Blonde Baby . 12.94
96 B 0430H—Brunette Baby 12.94
96 B 0431H—Colored Baby . 12.94

**B PLAY SUIT** has pink cotton terry top, booties, striped ruffle panties.
96 B 0432S—Shpg. wt. 8 oz. . . 1.98

**C ZIPPERED SLEEPER** of pink, white print, blanket, baby rattle
96 B 0433S—Shpg. wt. 8 oz. . . 2.98

**D RED LEOTARDS**, black velvet feet, white smock, bib, rattle.
96 B 0434S—Shpg. wt. 8 oz. . . . 2.98

**E PINK RIBBED COVERALLS**; T-shirt, toy.
94 B 0435S Wt. 8 oz. . . . . 2.49

### Pretty Chatty Cathy and her fashions

**F** 3-year-old stands 20" high. Eyes open, close, arms, legs, head, move. Brushable hair. Blond, brunette dolls dressed in white eyelet blouse over blue cotton dress. Colored doll wears gay pink, white striped dress, white embroidered overskirt. Chatty Cathy story book included. Shpg. wt. 3 lbs. 8 oz.

96 B 0406H—Blonde Cathy . 12.94
96 B 0439H—Brunette Cathy 12.94
96 B 0440H—Colored Cathy . 12.94

**G PARTY COAT** of bright red velvet with lush white mink-like fur collar and perky little hat.
96 B 0407S—Shpg. wt. 8 oz. . 2.98

**H PAJAMAS** of pink and white print cotton, nightcap, scuffs.
96 B 0409S—Shpg. wt. 8 oz. . 2.98

**J NURSERY-SCHOOL DRESS.** Yellow: white collar, red pleated panel and panties, red velvet shoes, white socks.
96 B 0410S—Shpg. wt. 8 oz. . . 2.49

### Famous talking Pals to love and hug

**K SISTER BELLE.** From "Matty's Funday Funnies" TV show. Bright yellow yarn hair, striped pinafore. Soft, cuddly body, sturdy plastic head, 16" high.
96 B 0412H—Wt. 2 lbs. 8 oz. . . 7.78

**L CASPER THE FRIENDLY GHOST.** A favorite of TV, comics. Soft white terrycloth body, hi-impact plastic head won't break. 15" high.
96 B 0411H—Wt. 2 lbs. 8 oz. . 6.95

**M MATTY.** The well-known host of "Matty's Funday Funnies" TV show . . . Freckle-faced with chenille wig and removable felt crown, Matty is clad in striped T-shirt and short jeans. 16" high.
96 B 0413H—Wt. 2 lbs. 8 oz. 7.78

**N BUGS BUNNY.** Warner Bros. notorious wise guy of downy-soft fluff-plush. Washable vinyl face, hands. 26½" tall.
96 B 0445H—Shpg. wt. 3 lbs. . 9.95

**P CECIL, THE SEASICK SEA SERPENT.** Created by Bob Clampett. Cuddly, fluffy plush body sprawls 38" long, 18" high. Talks.
96 B 0442H—Shpg. wt. 5 lbs. 10.88

**R BEANY BOY.** 17" talking "rag" doll, wears T-shirt, coveralls, official "Beany-copter" Sturdy vinyl head, feet, hands painted hair
96 B 0443H—Shpg. wt. 3 lbs. . 7.95

**NON-TALKING BEANY AND CECIL SET.** 15" Beany, 14½" Cecil
96 B 0444H Set/2 4 lbs. . . . . 9.95

S
11.98

### Barbie® and Ken™ models with wardrobes

**S BARBIE AND KEN GIFT SET.** Go-together sports and dress wardrobes.
96 B 0441S—Wt. 2 lbs. 14 oz. . . . . 11.98
96 B 0414S—Barbie Gift Set Barbie and 5 outfits. Wt. 2 lbs. 12 oz. . 8.98

**Each says 11 things at random . . . just pull the Magic Ring!**

## From the enchanted world of Talking Dolls . . .

come this delightful array of lovable, cuddly Mattel play-mates. Just a pull of the magic ring and they speak with real sounding voices that need no batteries.

### New, adorable Chatty Baby and her wardrobe

**A** Winsome 18-month-old laughs and cries, too. Her eyes open and close, head, arms, legs are movable. You can even brush her lovely hair. Wears red pinafore over white romper, red and white slipper-socks, red ribbon. Select the rest of her wardrobe at right. Wt. 3 lbs. 8 oz.

96 B 0429H—Blonde Baby . 12.94
96 B 0430H—Brunette Baby 12.94
96 B 0431H—Colored Baby . 12.94

**B PLAY SUIT** has pink cotton terry top, booties, striped ruffle panties.
96 B 0432S—Shpg. wt. 8 oz. . . 1.98

**C ZIPPERED SLEEPER** of pink, white print, blanket, baby rattle
96 B 0433S—Shpg. wt. 8 oz. . . 2.98

**D RED LEOTARDS**, black velvet feet, white smock, bib, rattle.
96 B 0434S—Shpg. wt. 8 oz. . . . 2.98

**E PINK RIBBED COVERALLS**; T-shirt, toy.
94 B 0435S Wt. 8 oz. . . . . 2.49

### Pretty Chatty Cathy and her fashions

**F** 3-year-old stands 20" high. Eyes open, close, arms, legs, head, move. Brushable hair. Blond, brunette dolls dressed in white eyelet blouse over blue cotton dress. Colored doll wears gay pink, white striped dress, white embroidered overskirt. Chatty Cathy story book included. Shpg. wt. 3 lbs. 8 oz.

96 B 0406H—Blonde Cathy . 12.94
96 B 0439H—Brunette Cathy 12.94
96 B 0440H—Colored Cathy . 12.94

**G PARTY COAT** of bright red velvet with lush white mink-like fur collar and perky little hat.
96 B 0407S—Shpg. wt. 8 oz. . 2.98

**H PAJAMAS** of pink and white print cotton, nightcap, scuffs.
96 B 0409S—Shpg. wt. 8 oz. . 2.98

**J NURSERY-SCHOOL DRESS.** Yellow: white collar, red pleated panel and panties, red velvet shoes, white socks.
96 B 0410S—Shpg. wt. 8 oz. . . 2.49

### Famous talking Pals to love and hug

**K SISTER BELLE.** From "Matty's Funday Funnies" TV show. Bright yellow yarn hair, striped pinafore. Soft, cuddly body, sturdy plastic head, 16" high.
96 B 0412H—Wt. 2 lbs. 8 oz. . . 7.78

**L CASPER THE FRIENDLY GHOST.** A favorite of TV, comics. Soft white terrycloth body, hi-impact plastic head won't break. 15" high.
96 B 0411H—Wt. 2 lbs. 8 oz. . 6.95

**M MATTY.** The well-known host of "Matty's Funday Funnies" TV show . . . Freckle-faced with chenille wig and removable felt crown, Matty is clad in striped T-shirt and short jeans. 16" high.
96 B 0413H—Wt. 2 lbs. 8 oz. 7.78

**N BUGS BUNNY.** Warner Bros. notorious wise guy of downy-soft fluff-plush. Washable vinyl face, hands. 26½" tall.
96 B 0445H—Shpg. wt. 3 lbs. . 9.95

**P CECIL, THE SEASICK SEA SERPENT.** Created by Bob Clampett. Cuddly, fluffy plush body sprawls 38" long, 18" high. Talks.
96 B 0442H—Shpg. wt. 5 lbs. 10.88

**R BEANY BOY.** 17" talking "rag" doll, wears T-shirt, coveralls, official "Beany-copter" Sturdy vinyl head, feet, hands painted hair
96 B 0443H—Shpg. wt. 3 lbs. . 7.95

**NON-TALKING BEANY AND CECIL SET.** 15" Beany, 14½" Cecil
96 B 0444H Set/2 4 lbs. . . . . 9.95

S
11.98

### Barbie® and Ken™ models with wardrobes

**S BARBIE AND KEN GIFT SET.** Go-together sports and dress wardrobes.
96 B 0441S—Wt. 2 lbs. 14 oz. . . . . 11.98
96 B 0414S—Barbie Gift Set Barbie and 5 outfits. Wt. 2 lbs. 12 oz. . 8.98

$$$$$$$$$$$$$$$$$$$$$

# THESE DOLLS TALK BUSINESS

$$$$$$$$$$$$$$$$$$$$$

Especially when they get together.

And nine Tiny Chatty Baby™ dolls have gotten together with three Tiny Chatty Brother™ dolls in Mattel's Tiny Chatty Baby™ Master Assortment. (It also includes twelve assorted Tiny Chatty Baby Costume Paks, but they can't say a word.)

The upshot of all this togetherness is more business for you.

$$$$$$$$$$$$$$$$$$$$$

## CUSTOMERS (LITTLE GIRL TYPE) ARE VERY CONTRARY

We can practically guarantee that if you're ever out of stock on a particular Tiny Chatty doll, that will be exactly the doll your customer wants. So why take a chance? Win friends and influence customers with Mattel's Tiny Chatty Baby Master Assortment. You'll always have exactly the right Tiny Chatty doll.

°Send coupon to:
Mattel, Inc.
Box 44, Dept. P
Los Angeles,
Calif. 9051

MATTEL, INC. TOYMAKERS

## IT'S ALL IN THE TINY CHATTY BABY™ MASTER ASSORTMENT

#278 TINY CHATTY BABY MASTER ASSORTMENT INCLUDES:

3 ea.—#270 Blonde Tiny Chatty Baby, Basic Costume, $12.00 ea.
3 ea.—#271 Brunette Tiny Chatty Baby, Basic Costume, $12.00 ea.
3 ea.—#274 Blonde Tiny Chatty Brother, Basic Costume, $12.00 ea
3 ea. #281 "Bye-Bye" Costume $2.25 ea.
3 ea —#282 "Pink Frill" Costume, $2.25 ea.
3 ea.— #283 "Fun Time" Costume, $1.75 ea
3 ea.— #284 "Night-Night" Costume, $3.00 ea.
1 ea.—#262 Blonde Tiny Chatty Baby in "Pink Frill," $12.00*
1 ea —#263 Brunette Tiny Chatty Baby in "Fun Time," $11.50*
1 ea —#264 Brunette Tiny Chatty Baby in "Night Night," $12.75*
1 ea.—COSTUME COUNTER DISPLAY CONTAINER FREE
1 ea.—CHATTY* DOLL WINDOW BANNER FREE
TOTAL RETAIL ... $172.00

Std. Pack 1 ea. (1 carton) Wt. 35 lbs
*Not available in open stock

## ALL THIS, AND A FREE DISPLAY, TOO!

The "all this" refers to the delightful Tiny Chatty Baby Costumes in the Tiny Chatty Baby Master Assortment. There are twelve of them, assorted, and packaged in colorful self-display cards that fit into the free self-serving counter display container. (It's a self-selling counter display container, too!)

EXTRA! EXTRA!

And what's more, there's a big window banner which you get free and which is carefully and cunningly designed to appeal to doll shopping little girls.

## TINY CHATTY BROTHER IS VERY BIG!!

*On television, he's talked his way into the hearts of millions of little girls... just like his popular twin, Tiny Chatty Baby. They laugh, they cry, they talk... with Mattel's patented and proven voice unit... and what little girl can resist?*

## BARBIE FANS ARE ORGANIZING

There's never been anything like the Official National Barbie Fan Club°. And every community needs a headquarters.

So how about your store? Mattel will furnish you with: a Counter Display Card containing application blanks for membership and subscription blanks for the Barbie Magazine, the official publication of the Barbie Fan Club. And: a colorful Official Barbie Fan Club Headquarters Window Banner.

Millions of little girls all across the country have finally been brought together... and all these Barbie fans (and buyers) will be looking for their Barbie Fan Club Headquarters. This is your chance to bring all these pre-sold Barbie fans into your store.

So go ahead and fill out the coupon. In no time at all, you'll be a headquarters.°

NAME

STORE NAME

STREET

CITY STATE

### Midge joins the Barbie clan

"Midge," a new teenage fashion doll designed as Barbie's best girlfriend, has come off the drawing boards and into

**A friend indeed** for Mattel's Barbie is Midge, a pert teenage doll to add to Barbie's "girls only" world.

production by Mattel, Inc., Hawthorne, Calif. A snub-nosed, freckle-faced "girl next door," Midge can wear all of Barbie's clothes, and also has a specially designed wardrobe of her own

The 11½-inch doll is made of vinyl plastic with moveable arms, legs and head for easy dressing. With original costume of bright red two-piece jersey swimsuit, Midge retails for $3

### FTC slaps eight firms with non-discrimination orders

The Federal Trade Commission has sued consent orders forbidding eight toy manufacturers to discriminate among competing customers in paying advertising allowances for ads in printed buying guides distributed by their customers.

Involved are the Alexander Miner Sales Corp., A.C Gilbert Co., Aurora Plastics Corp., Multiple Products Corp., Horsman Dolls, Inc., Tonka Toys, Inc., Radio Steel & Mfg. Co., and Hamilton Steel Products, Inc. Each company was charged with an FTC complaint issued in 1960 for making payments to catalog companies owned by toy jobbers for advertising in their catalogs, but not making these payments available to all other competing customers on proportionally equal terms.

The eight firms have provisionally agreed to a broader cease and desist order, however the agreements do not constitute a violation of the law

### Walter Fleischaker dies

Walter Fleischaker, one of the best-known men in the toy industry, passed away early in December at his home in Santa Monica, Calif., after a long illness

Born in Louisville, Ky., in 1887, he and his brother Bernard were pioneers in the American toy manufacturing industry. From his first "toy" job, demonstrating puppets, he became a founder, officer and sales manager of Fleischaker & Baum (Effanbee Dolls).

After selling his interest in Effanbee, he moved to California to "retire," but ended up buying the first soft plastic doll, Bye-Bye Baby, to start another new trend in dolls. After several years, he closed the factory, but remained until recently active in numerous fields. Fleischaker was one of the founders of the Chicago Toy Fair, a founder member and first president of the Toy Knights, and an Honorary Colonel of Kentucky

He leaves his wife, Eve, his son, Walter Fleischaker, Jr.; his brother Bernard, his sister, Mrs Edna Frankel; and grandson, Walter III

### Ideal builds TV strength in '63

Ideal Toy Corp. will channel a substantial portion of its vastly expanded 1963 advertising budget into full year's sponsorship of "Mighty Mouse" and "Roy Rogers" CBS-TV network programs, plus spot television in 50 local markets

With a 15 percent increase budgeted for advertising, which totaled $3 million in 1962, Ideal will concentrate its television exposure to Tiny Thumbelina, Tammy Dolls and Bop the Beetle. The added muscle in Ideal's projected 1963 television plans is the result of the company's record sales in 1962, officials report.

### Sun acquires Perfection

Sun Rubber Co., Barberton, Ohio, manufacturer of character toys and dolls, has acquired the Perfection Finishing Corp., Wauseon, Ohio Perfection produces a line of flashlight components and automotive accessories. Sun Rubber has recently reentered the toy field, concentrating exclusively on vinyl plastic toys.

### New firm markets character toys

Holland Hall Products, a newly-formed company with offices at 533 East Putnam ave., Greenwich, Conn., will market Walt Disney, Hanna-Barbera and other character vinyl squeeze toys formerly handled by Dell Publishing Co., Inc.

Under the guidance of Bryce L. Holland, former vice president and marketing director of Dell, the firm will introduce several new items in the toy and infants accessory fields in 1963. The complete Holland Hall '63 line will be on display in showrooms in New York, Chicago, Dallas and Los Angeles early in 1963

### Ace acquires Colonial name

Ace Electronics Associates, Somerville, Mass., has obtained the name and good will of the Colonial Moulded Plastics Co., formerly of Wilkinsonville, Mass. Colonial manufactures a variety of plastic boxes and utility containers used to package toys and items sold in toy, sporting goods and hobby stores.

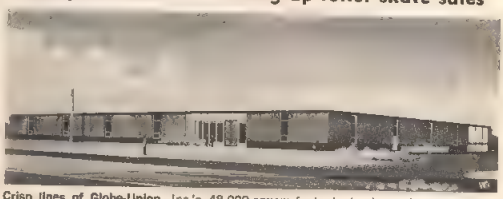
The firm will operate as a division of Ace Electronics in new quarters at 80 Meacham rd., Somerville, Mass., according to Aaron N. Solomon, president of Ace. Lewis Parella and Francis Stoll will remain with Colonial in the respective capacities of division and manufacturing managers

### Premium buyers show slated

The 30th Annual National Premium Buyers Exposition, said to be the largest in the history of the incentive industry, has been scheduled for April 1-14 in Chicago's McCormick Place.

More than 600 manufacturers are expected to display their lines of merchandise at the lakefront exhibition hall. An estimated 50,000 items, including toys, which represent the second highest demand category in the incentive field, will be shown to sales, marketing and advertising executives seeking new ways to provide buying and selling incentives.

## Globe plant aimed at rolling up roller skate sales



**Crisp lines of Globe-Union,** Inc.'s 48,000-square-foot plant, shown here in artist's conception, hint at the installation of the latest in manufacturing equipment to meet the added demand for the firm's production of roller skates. The suburban Milwaukee unit represents an original investment of $500,000 for the company. New general manager of the operation is A. B. Cooley, Jr., with Globe since 1933. Manufacturing manager is Henry J. Horn, a production veteran of Globe-Union.

# HE'S ONE OF OUR CHIEF DESIGNERS

**AND HE KNOWS HIS BUSINESS.** He turns up his nose at toy guns that are ordinary when they should be exciting; unrealistic when they should be authentic.

Take the Daisy Paper Popper, for instance. It has the action, the noise, the unique "*look*" that a boy wants in a gun like this. On the other hand, there are Daisy "Spittin' Image" toy guns so real looking they'd fool a stagecoach driver.

Have your Daisy jobber explain how easy it is to stock the complete line of Daisy toy guns. You'll be pleasantly surprised at the attention they'll get and the sales they'll generate in your store.

You see, a lot of our "chief designers" live in *your* town.

DAISY
TOY DIVISION

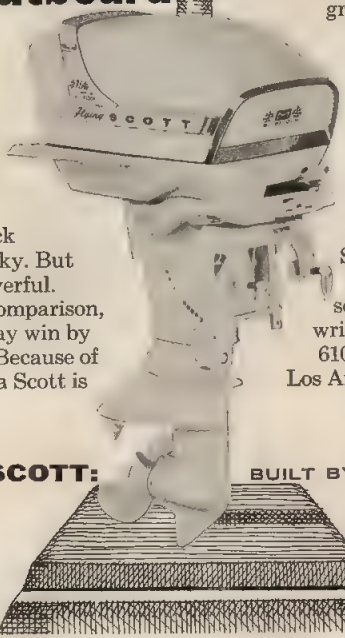
Quality Toys that Last

**Daisy** MANUFACTURING COMPANY, ROGERS, ARKANSAS (IN CANADA...PRESTON, ONTARIO)

# SCOTT

## The only outboard that does not need Metrecal*

Most outboards are overweight. Either thick and fat, or tall and bulky. But a Scott is lean and powerful. In a power-to-weight comparison, a 75 hp Flying Scott may win by as much as 56 pounds. Because of its lower gross weight, a Scott is capable of higher speeds and greater load capacity on the water. Improving the critical power-to-weight ratio is one more example of how McCulloch makes Scott a better outboard. Anyway you want to measure it, the new Scott is in great shape. For more information see your Scott dealer or write to McCulloch Corp. 6101 West Century Blvd. Los Angeles 45, Calif.




**SCOTT: BUILT BY McCULLOCH**

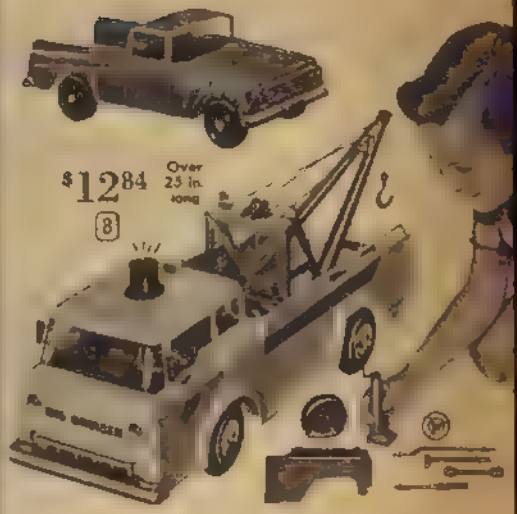
*METRECAL IS MEAD JOHNSON AND COMPANY'S BRAND NAME FOR A DIET FOR WEIGHT CONTROL.

8002

# MECHANICAL TOYS THAT DO Everything

A $6.88 28-Pc. Set

**A 28-Piece Friction Motor Vehicle Set** will provide hours of fun for youngsters as they play with the cars, assorted trucks. Highway signs, road barriers, taxi, bus—even a helicopter. Sturdy all-steel vehicles, 5 to 12 in. long, are realistically detailed, colorfully lithographed. Big set with enough for a whole highway full of fun! Imported.
48 T 2837—Ship. wt. 5 lbs. 3 oz. ..... Set $6.88



$12.84 Over 25 in. long

B

## NEW! Big Bruiser

**B Big Battery-Powered Wrecker** packed with go power—realistic from its flashing warning light to its safety-painted tail gate. 2 levers control forward-reverse action and operate electric winch. Tires in own 15-in. damaged truck. With siren, tools, spare parts, etc. Needs 4 "D" batteries; sold on Page 309.
48T280:MO—Abt. 25x10x8½ in. *Mail.* Wt. 6 lbs. $12.84

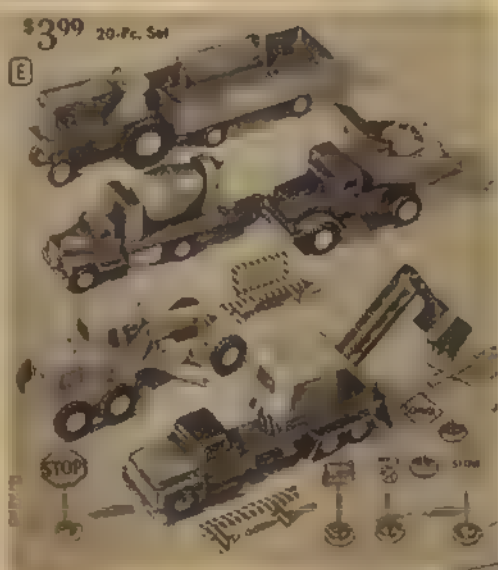
**C Crashmobile**—a unique toy car. It bangs into an object—CRASH—it flies apart. Reassemble in seconds. Steel spring motor. Of high-impact plastic with sleek futuristic styling. About 7¼ in. long.
48 T 2969—Ship. wt. 6 oz. ..... Only 79c

C 79c

**D Atomic Submarine.** Exciting action by remote control. Press a button, sub streaks across the floor wherever you steer it. Push the other button and it fires soft-nosed "Polaris" rockets. Conning tower lights up. Made of lithographed metal with realistic submarine details. Runs on wheels. Flexible cable about 30 in. long. Needs two "D" flashlight batteries (not included)—sold on Page 309. Imported. About 13½ in. long.
48 T 2827—Ship. wt. 1 lb. 8 oz. ..... $2.97

D $2.97

**E 20-Piece Construction Set.** Loads of play value in this all steel highway assortment that contains cab and power shovel, cement mixer, road grader, tractor, dump truck, U-Haul-It, cement bags, highway signs and road blocks—everything you need to build and repair highways. All vehicles are friction-powered. Average size 6 in. Imported.
48 T 2803—Ship. wt. 3 lbs. 2 oz. .. Set $3.99



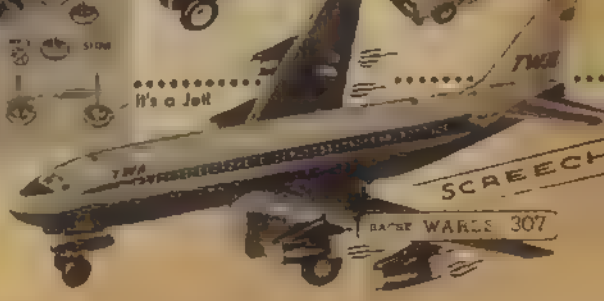

$3.99 20-Pc. Set

E

**F 12-Piece Highway Set** Steel fleet: includes emergency car, livestock truck, bus, race car, farm jeep, soda truck, locomotive, and more. Realistically detailed and colorfully decorated. Friction motors. Lots of fun for future drivers. Abt. 3½ to 4 in. long. Imported.
48 T 2878—Ship. wt. 2 lbs. ..... Set $2.88

F 12-Pc. Set $2.88

**G Big Jet Plane** Exciting automatic action—"motors" screech, jet-pods flash . . . then, with all motors flashing, plane moves across the floor, forward or in circles. When it taxis to a stop, jet pods flash off in sequence. Made of metal with colorfully lithographed insignia. About 15 in. long, 11¾-in. wingspan. Needs two "D" flashlight batteries (not included)—sold on Page 309. Imported.
48 T 2826—Ship. wt. 1 lb. 12 oz. ..... $2.94




G $2.94

**Shop early for all your Christmas toys. Use your Credit—pay later. Just say "Charge It." See Page 227 for complete information.**

# *Mechanical Toys . . .*

**1 Toboggan Roller Coaster.** Wheeled Cars climb cog ramp, descend on figure-8 slide. 2 wind-up cars 3¾ in. long chase each other up and down, round and round. Double-level tracks, supporting arches lithographed metal. Easily assembled. Imported. About 10x8x2½ inches.
48 T 2813—Ship. wt. 2 lbs. 6 oz. **$2.94**

**2 Dino the Friendly Dinosaur** with TV's famous Fred Flintstone as "jockey." Moves along floor and changes direction when stopped by obstacle. Dino's head rocks, he makes "dinosaur" sound as Fred guides him along. Big 20 in. long, sturdy metal frame covered in soft purple plush. Dino and Fred have vinyl heads. Needs 3 "D" batteries; order opp. pg.
48 T 2806—Ship. wt. 4 lbs. . . **$9.77**

**3 Space Capsule** races along on the floor . . . sparks shoot out of the exhaust [illegible] "floats" in weightless style. Action-packed friction toy, 13 inches long.
48 T 2310 Imported. Wt. 12 oz. **$1.49**

**4 Mystery Space Ship.** Thrilling new space toy that performs fascinating tricks. Wind the crank . . . enclosed precision gyro engine passes 3000 rpm . . . launches rockets, space cars from flight deck. "Walks" a tight wire . . . "thinks" for itself. Comes with assortment of moon men, astronauts, rockets, etc. Instruction booklet. Abt. 11 inches high, 8-in. diameter.
48 T 2840—Ship. wt. 2 lbs. 2 oz. **$3.88**

**5 "Chirpy" the Singing Bird.** Just like a living bird, "Chirpy" skips from perch to perch, singing happily. Just wind the precision mechanism and watch "Chirpy" go. Cage of metal and plastic. Abt. 9 in. high. Colorful bird is wool-plush. Imported.
48 T 2880—Ship. wt. 9 oz. . . . . **$2.98**

**6 Willie-the-Missile-Man.** Amusing space-walking wonder. Launch him on any smooth, non porous surface, pull string—walks up walls, across ceilings. Plastic. About 5 in. high.
48 T 2946 Ship. wt. 4 oz. **79c**

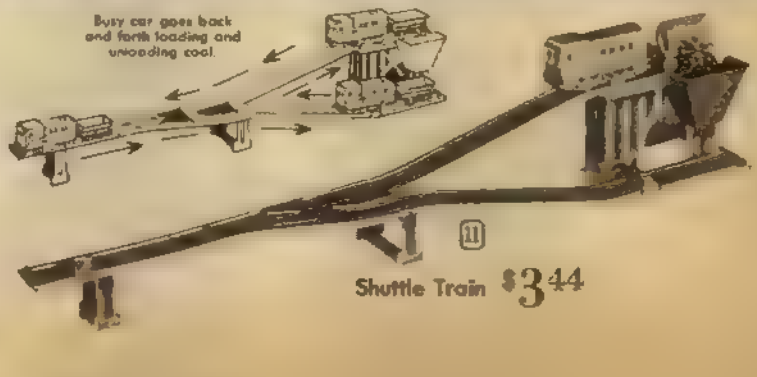
**7 Walking Cow.** Just put it on a table with weighted string over the edge, walks [illegible] and stops when it [illegible], too. Fill with "milk," pump tail. Tinted plastic. With small milk pail. Abt. 5¼ in. long.
48 T 2908—Imported. Wt. 4 oz. . **84c**

**8 Singing Bird.** Just wind him up—he warbles merrily. Wings flutter, head, tail and beak move. Metal brightly lithographed with colorful plumage. From W. Germany. Wt. 8 oz.
48 T 2920—Abt. 7½ in. high.. **$1.98**

**9 Marine Helicopter.** Battery-operated . . . start the "motor" . . . watch the rotors whirl as rescue copter gets underway. Doors open, wheels move. Has "mystery" stop-go action. 39 pcs. cardboard artillery and soldiers. Needs 2 "D" batteries, order on opposite page. Imported.
48 T 2841—Ship. wt. 1 lb. 14 oz. **$4.33**

**10 Gaylord, the Friendly Basset.** Clever hound can do practically anything a real dog can . . . walk beside its owner, climb shallow steps, hold a bone . . . even bark! You control his movements by gentle tugs of the leash. He'll go forward—or stop—or back up. Hidden magnet enables him to catch bone with his mouth. Children will love his comical, waddling walk and sad-eyed face. Sturdy plastic. Needs 4 "D" batteries (not included, order on opp. page). Abt. 23 in. long.
48 T 2821 MO—*Mail.* Wt. 6 lbs. **$11.44**

**11 Shuttle Train.** Flick the switch—locomotive pushes coal car up to coal hopper, coal automatically dumps into hopper . . . train shuttles to bottom of hopper where coal is loaded into coal car. Lithographed metal, abt. 36 in. long. Bag of "coal" incl. Imported. Needs 1 "D" battery, order opp. page.
48 T 2936 Ship. wt. 2 lbs. 9 oz. **$3.44**



# ONLY 1963

# MERCRUISER STERN DRIVES

## OFFER A COMBINATION OF 7 POWER-MATCHED 4-CYCLE MARINE ENGINES FOR PLEASURE AND COMMERCIAL CRAFT

Seven new MerCruiser Stern Drive Power Packages, from the makers of world-famous Mercury outboards, give you the right combination of power and drive for every inboard marine need. They give the efficiency, the maneuverability of an outboard, the economy of 4-cycle engines and the prestige of an inboard. Because the horizontal propeller shaft of the MerCruiser Stern Drive is favorably aligned with the flow of water beneath the boat, all propeller blades provide maximum thrust at all times. Efficiency is thus higher than with conventional inboards having steeply angled propeller shafts. MerCruisers have no fixed propeller shafts, no rigid struts, no rudders to damage. With shock absorbers and the tilt-up feature, they have the impact protection of outboards. Haul-outs to change propellers are a thing of the past. And MerCruiser props are hard to damage because they are rubber-cushioned to absorb impact. Mercury-made Ride-Guide steering and single-lever control for shifting and throttle are integral features which put all control cables inside the boat. Rubber-cushioned drive and engine mounts, die-cast one-piece streamlined lower units, shear-proof propellers and many other features make MerCruisers the biggest news in inboard power boating in 1963.

***SEE YOUR MERCURY DEALER...***
***SEE HOW EASY IT IS TO OWN A MERCRUISER***

# MERCRUISER

***Stern Drive Power Packages***

***110, 140, 190, 225, and 310 hp gasoline***

***39 and 100 hp diesel***

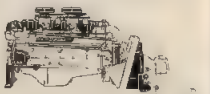
©1962, Kiekhaefer Corporation, Fond du Lac, Wis.
A subsidiary of BRUNSWICK CORPORATION

Midwest Marine, Inc.
(Mariner Boats)
Midwestern Industries Corp.
(Hydrodyne)
Molded Fiber Glass Boat Co. (MFG)
Morgancraft Boats
Neshaminy Boat Works
Newman Industries Inc.
Norris Craft Boat Co.
Norwalk Boat Works, Inc.
Owens Boats
Pacific Mariner Boats
Pearson Corporation
Pembroke Boats, Inc.
Penn Yan Boats, Inc.
Pipestone Sales Company
Pleasure Craft Inc.
Power Cat Boat Corporation
Reinell Boat Works
Renken Boat Manufacturing Co.
Ritz Craft, Inc.
Sabre Craft Boat Company, Inc.
Ken Schoell, Inc.
Scottie-Craft Boat Mfg. Co.
Sea Breeze Boat Company
Sea Craft, Inc.
Sea Ray Boat Company
Seabird Industries Inc.
Seafarer Skiffs, Inc.
Silver Line Boats
Skee Craft Boat Company
Slick Craft Boat Company
Southern Fibre Glass Co.
Sport-Craft, Inc.
Stamas Boats, Inc.
Stardust Cruisers Mfg. Co.
Starfire Boat Corporation
Steel Cruiser Mfg. Co., Inc.
Storm Safe Boat Company
Switzer Craft, Inc.
T-Craft
T & T Boats
Thompson Brothers Boat Mfg. Co.
Thunderbird Products Corporation
Trailorboat Engineering Company
Well Craft Mfg. Inc.
Western Marine Supply
(Nylox Boats)
Westerner Boat Company
White Canoe Company, Inc.
Winner Boats, Inc.

310 hp short-stroke, economical overhead valve V-8 engine with MerCruiser II Stern Drive

225 hp, short-stroke, economical overhead valve V-8 engine with MerCruiser II Stern Drive

190 hp, short stroke, economical overhead valve V-8 engine with MerCruiser II Stern Drive



140 hp, short stroke, economical overhead valve 6 in-line engine with MerCruiser I Stern Drive

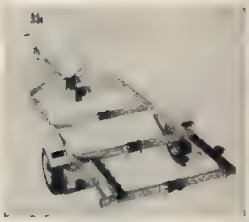
110 hp, short-stroke, economical overhead valve 4-in-line engine with MerCruiser I Stern Drive

100 hp Mercedes-Benz diesel 6-in-line engine with MerCruiser II Stern Drive. Doubly economical with low consumption of lower-cost fuel

39 hp Mercedes-Benz diesel 4-in-line engine with MerCruiser I Stern Drive. Doubly economical with low consumption of lower-cost fuel

**SNOWCO**

► The Snow Co., Omaha, Neb., offers the Snowco boat trailers for 14′ to 22′ boats, in seven different models. The BT550 (numbers indicate lb. capacity), smallest in the line, is 54″ in tread width, with a 116″ frame and 54″ tongue. Largest model, OBT2800, is for outboard cruisers, has a 66″ tread width, a 156″ frame and 96″ tongue. All trailers are cushioned to protect hull finish.



SNOWCO BT1700 TRAILER

**SIMEK**

► There's a Shipmate trailer for practically all classes of small boats, canoe to sailboat. New this year is the Camper, a combintion sleeper-boat trailer. The '63 line features numerous small improvements on standard models, including waterproof lights and new fasteners for quick adjustments. Simek Mfg. Co., 122 Water St., Johnstown, N. Y.

**STERLING**

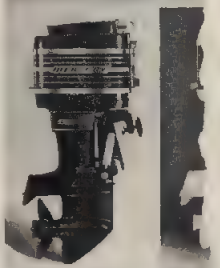
► John Sterling Corporation offers 13 Trailcar trailers for 15′ to 24′ boats, weighing 500 to 3000 lbs. Prices range from $115 (model 500) to $598 (model 3000T), all FOB from Richmond, Ill.

STERLING 1600 POUND CAPACITY TRAILER

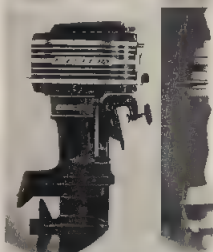
**SELMA**

► Selma Boat Trailers, Selma, Calif., has a line ranging from 500-lb. to 3500-lb. capacity for 13′ to 23′ boats in 17 models. All 8″ and 12″ wheel units have 1¼″ spindle with demountable hub. The spindle is designed for either electric or hydraulic brakes. All trailers from 1200 lbs. have adjustable undercarriage, bunks, rollers and boom. Adjustable winch stand on all models. Prices, $155 to $777.

NEW MERC 850: 6 CYLINDERS, 85 HP NEW MER



NEW MERC 650: 4 CYLINDERS, 65 HP NEW MERC



NEW MERC 350: 2 CYLINDERS, 35 HP NEW MERC

NEW MERC 200: 2 CYLINDERS, 20 HP NEW MERC

# HERE'S HALF THE NEWS FOR '63

The only new outboards this year are branded "Mercury." Eight new models offer you a range of horsepower from 6 to 100. Here's just half the news:

**NEW MERC 850...** now a full 90 cubic inches for more lugging power with heavier loads. Here's an 85 hp outboard that will out-muscle anything on the water (except the Merc 1000). It features Power-Dome combustion chambers and Jet-Prop exhaust for minimum noise and maximum fuel efficiency. A wide range of props lets you match the power to your purpose.

**NEW MERC 650...** Mercury's most powerful 4-cylinder motor. Here's a 65 hp outboard that gives you all the advantages of an in-line, small-bore, short-stroke engine. Power-Dome combustion and a new balanced manifold system give you smoother idling and greater fuel economy. Hydraulic shock absorbers protect you and your boat. Jet-Prop exhaust silences the sound and buries the fumes.

**NEW MERC 350...** This lightweight, 35 hp Merc was the basic test engine from which the Merc 1000 and Merc 650 were developed. As a result, this twin has had more testing and refining than probably any other outboard. This year, we decided to market it with the quality features of the Merc 1000... Power-Dome combustion chambers, reed valves, and extra-husky rods, bearings, pistons and crankshaft. A new high-output magneto starts it with a flip of the wrist, or with the optional electric starting. A single lever controls gear selection and speed. It's a new high in dependability and value!

**NEW MERC 200...** This is a brand-new 20 hp engine from powerhead to Jet-Prop exhaust. The Glide-Angle design has been changed to accommodate the new full gear-shift which can now use Ride-Guide steering and standard Single-Lever control. It is available in long and short shaft. The crisp, sculptured styling of the forward slant lends beauty and function by letting it slip through weeds and over obstructions. For *portable* power, this is a beauty. And remember, *it's all new!*

MERCURY

100, 85, 65, 50, 35, 20, 9.8, and 6 hp outboards
**MerCruiser Stern Drive Power Packages**
310, 225, 190, 140, and 110 hp gasoline/100 and 39 hp diesel

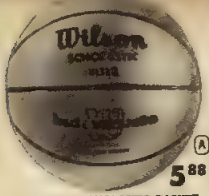
©1963, KIEKHAEFER CORPORATION, Fond du Lac, Wisconsin
Subsidiary of Brunswick Corporation

# merry and DeJournette join hands

. . . to bring you an even greater group of day-in, day-out profit producers. Merry now applies its wide experience as a maker of volume priced toys to the highly imaginative DeJournette line of paper doll specialties. So count on Merry more than ever for full profit toys including the unique DeJournette line, now a Merry division

merry MANUFACTURING CO. • 531 N. WAYNE AVE. • CINCINNATI, OHIO 45215

# Win with Wilson basketballs




Ⓐ **5.88**

**Ⓐ WILSON SCHOLASTIC BASKETBALL.** Good quality. Official size, weight. Tough, waterproof pebbled vinyl and rubber tan cover; wide channel striped seams; molded rubber bladder.
65 B 2905H—Wt. 2 lbs. 8 oz.....5.88

**Ⓑ WILSON COLLEGIATE BASKETBALL.** Better quality, official size, weight. Select quality tan rubber cover; pebbled finish. Easy-grip wide striped seams; reinforced carcass.
65 B 2965H—Wt. 2 lbs. 8 oz.....8.44

Ⓑ **8.44**

**Ⓒ WILSON FG BASKETBALL.** Official size, weight. Tough 100% nylon wound carcass; approved orange pebbled top-grain leather cover; interlock seam; butyl bladder, leakproof rubber valve
65 B 2904H—Wt. 2 lbs. 8 oz.. 12.88

Ⓒ **12.88**

**Ⓓ WILSON TN BASKETBALL.** Best quality. Official size, weight. Approved orange-color, pebbled tough "TN" rubber cover, wide striped seams; gyro-wound for absolute weight control, perfect roundness.
65 B 2903H—Wt. 2 lbs. 8 oz.. 10.99

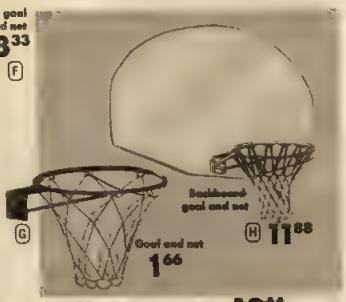
Ⓓ **10.99**

Ⓔ **6.66**

**Ⓔ WILSON INDESTRUCTO SOCCER BALL.** Official size, weight. Tough rubber and vinyl tan cover in 18-panel design. Solidly lined. Makes an ideal school kick ball. Shipping weight 2 lbs.
65 B 2906H..... 6.66

Ball, goal and net **3.33** Ⓕ

OUR GUARANTEE INSURES SATISFACTION




Ⓖ **1.66**

Ⓗ **11.88**

**Ⓕ 3-PC. BASKETBALL SET.** Official size and weight. Orange rubber-covered ball; striped seams; water, scuff-resistant finish. ⅝" steel goal with no-tie hooks. Seine twine net.
65 B 8801H—3-pc. set. Shpg. wt. 9 lbs. .....3.33
65 B 8802H—Ball only. Wt. 2 lbs. 8 oz.....1.99

**Ⓖ OFFICIAL GOAL AND NET SET.** 18" diameter ring of ½" steel; completely electric welded; finished in orange colored enamel. Plus a 36-thread Tru-Score hourglass style net held in place by 8 spiral net holders.
65 B 9001H—2-pc. sets. Ship. wt. 6 lbs.....1.66
65 B 9001H—Buy 2 sets and save. Wt. 12 lbs..2.99

**Ⓗ 3-PC. BASKETBALL BACKBOARD SET.** Set it up anywhere . . . garage, backyard, playlot. Use indoors or out. Backboard of double laminated oil-tempered masonite a full ½" thick, size 48x35"; finished in non-glare white enamel. Official 18" diameter goal of ½" bar steel with hourglass style net. Shipping weight 36 lbs. FOB Pennsylvania.
65 B 9000F—Complete set ..... 11.88

Ⓙ **12.88**

**11.44** Ⓚ

**10.44** Ⓛ

**7.99** Ⓜ

**4.88** Ⓡ

**4.88** Ⓝ

**4.88** Ⓟ

**4.88** Ⓢ

**Ⓙ RAWLINGS MICKEY MANTLE GLOVE.** RT 58 select leather, full cowhide lined. Edge-U-Cated heel; anchored web; hinged pad, adjustable thumb loop. Roll leather bound. For right hand throwers only.
65 B 3009S—Wt. 1 lb. 8 oz.... 12.88

**Ⓚ SPALDING ROGER MARIS GLOVE.** Large 5 finger pro-model of tan mitt leather. Full leather lined; roll leather bound. Flexible notched web, laced hinged palm, laced fingers. For right hand throwers only. Wear on left hand.
65 B 2124S—Wt. 1 lb. 8 oz.. 11.44

**Ⓛ WILSON AL KALINE PRO GLOVE.** Select leather, full leather lined. Snap-action laced palm, deep grease-set pocket; Lock-Tite web; shaped back fingers; laced little finger. For right hand throwers only
65 B 2817S—Wt. 1 lb. 8 oz... 10.44

**Ⓜ WILSON JIM PIERSALL FIELDMASTER GLOVE.** Large model. Select glove leather, full leather lined, leather bound. Lock-Tite, double X tie-down, web. Deep set pocket, snap-action laced palm. For right hand throwers only. Wear on left.
65 B 2815S—Wt. 1 lb. 8 oz.....7.99

**Ⓝ BOBBY SHANTZ BIG 5 FINGER GLOVE.** Top-grain cowhide, full leather lined. Roll leather bound; nylon stitched. Pre-shaped pocket. Import—a real value. 1 lb. 8 oz.
65 B 3108S—R.H. Thrower ....4.88
65 B 3106S—L.H. Thrower ....4.88

**Ⓟ BOBBY SHANTZ 6 FINGER PRO SIZE GLOVE.** Select top-grain cowhide; full leather lined. Deep contour pocket; laced heel, thumb, small finger. "V" laced palm; roll leather bound. Thumb loop. Import. For right hand throwers only. Wear on left.
65 B 3113S—Wt. 1 lb. 8 oz.....4.88

**Ⓡ BIG PRO SIZE TRAPPER'S MITT.** E-Z trap Superflex palm; adjustable pre-formed trap. Made of top-grain cowhide with leather binding, laces. Import. Wt. 1 lb. 8 oz.
65 B 3114S—R.H. Thrower ....4.88
65 B 3116S—L.H. Thrower ....4.88

**Ⓢ BIG PRO SIZE CATCHER'S MITT.** Perfectly balanced like costlier models. Double hinge; Super-Flex palm; heavily laced crotch, trap, adjustable loops. Top grain Crest leather; leather lined. Import. For right hand throwers only.
65 B 3113S—Wt. 2 lbs. 4 oz.....4.88



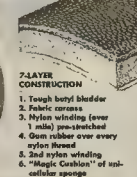
See Our Easy As ABC Order Blank, Page 354

# POW-R-PITCH

## New Batting Practice Machine

- Throws 10 balls without reloading
- Electric . . . 110v AC motor
- Adjustable controls . . . set tilt and interval as you want it
- Safe . . . use indoors or outdoors

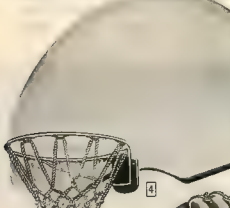
1 **New Pow-R-Pitch.** Sensational electric-powered batting machine . . . sharpens your eye, coordinates timing and reflexes for baseball or tennis practice. Here's how it works: Plug Pow-R-Pitch into any AC outlet. Load with plastic balls. Adjust the tilt control and the "Slower-Faster" interval selector. Now get set to bat as machine pitches 10 balls without reloading! Safe . . . use indoors or out. 6x10½x23" non-metallic housing. 12' outdoor cord. 10 heavy-duty solid plastic balls (official baseball size). 110v AC motor.
**80-7784 B1499** Shpg. wt. 8¾ lbs. . . . **$24.95**



7-LAYER CONSTRUCTION
1. Tough butyl bladder
2. Fabric carcass
3. Nylon winding (over 1 mile) pre-stretched
4. Gum rubber over every nylon thread
5. 2nd nylon winding
6. "Magic Cushion" of multicellular sponge
7. Permalite cover

2 **Spalding Official Air-Flite** . . . famous "cushion-control" basketball by Spalding. Special sponge layer plus miles of nylon thread windings assure perfect balance, lasting shape-retention. Soft, sure "feel" gives you greater control. Enables you to shoot truer, dribble better. Plays like new longer on indoor or outdoor courts. Pebble-grained, thick Permalite cover has deep cross channel seams for surer grip. Bright orange color for best visibility. Official size, weight.
**80-7255 B1117** Air-Flite. Wt. 2 lbs. 8 oz. **$16.95**

3 **Official Size Steel Basketball Backboard.** Watch your game improve when you practice with regulation equipment! This heavy 12-gauge steel fan-shaped backboard is designed and engineered to highest standards. Heavy back bracing has universal brackets for mounting 12" from wall or post. Roberts official 18" diameter goal of ½" round bar steel. 12 Roberts spiral net hooks hold Tru-Score hour-glass style net in position. 54x35" board; non-glare white enamel finish. From Pa.
**80-7792 D2249** Wt. 80 lbs. *Freight*. . . **$32.95**
***Economy Masonite Backboard*** 48x35" backboard of double laminated, ¾" thick oil tempered exterior masonite. Non-glare white enamel finish. Use indoors or out. Features as above. From Pa.
**80-7800 D1429** Wt. 49 lbs *Freight*. . . **$19.95**



4 5 **Voit Official Basketball and Goal Outfit.** Everything you need for exciting action! Outfit includes basketball of official size and weight . . . with tough, new-rubber cover that takes all kinds of punishment. Goal meets official specifications, has metal frame and cotton net.
**80-8196 B787** Outfit. Wt. 9 lbs. *Express* **$12.50**
**80-8204 B549** Basketball only. 2½ lbs. . . . **8.95**

6 **Mickey Mantle "Triple Crown" Glove.** "Pro" design Rawlings glove for young stars. Shape-holding "Deep Well" pocket, laced hinge and V-anchored web make it easy to pull in those fly balls. Select leather, fully lined. (1 lb. 6 oz.)
**80-7438 B525** Wear on left hand. . . . . **$7.95**

7 **Jim Piersall Fieldmaster** . . . budget-priced "Ball Hawk" glove by Wilson. A great performer! Welted fingers and Lock-Tite web snare tricky grounders. Prime leather; lined. (1 lb. 5 oz.)
**80-8931 B837** Wear on left hand. . . . . **$12.50**
**80-8949 B837** Wear on right hand. . . . . **12.50**

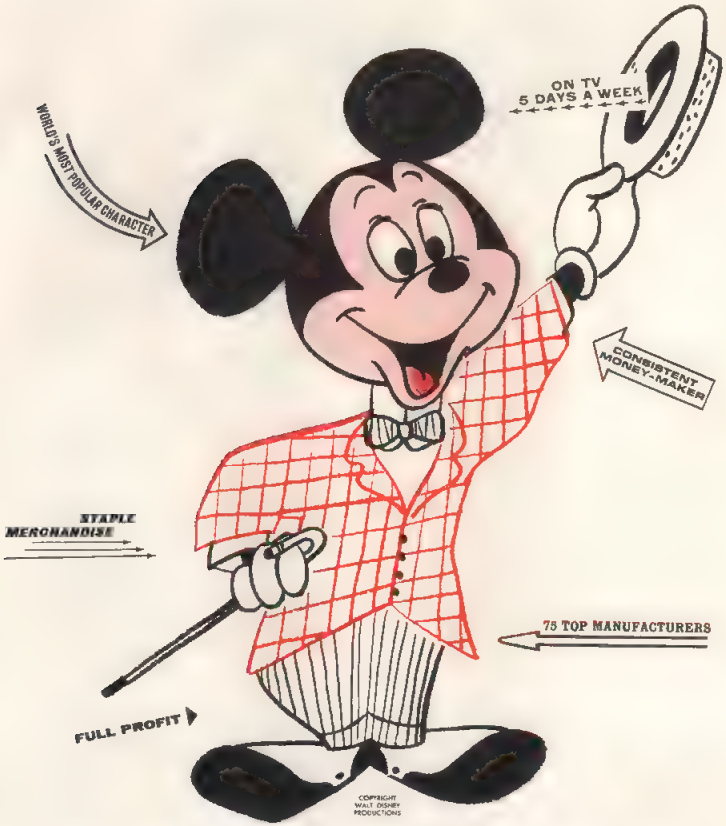
8 9 **Mickey Mantle Autographed Glove** . . . a Rawlings glove just like the one the great Yankee star uses! Action-anchored web and Edge-U-Cated heel hold ball when it counts! Top grade leather; leather lined, bound. Laced finger. (1 lb. 6 oz.)
**80-3825 B1200** Wear on left hand. . . . . **$18.50**
**80-3833 B1200** Wear on right hand . . . **18.50**

**Roger Maris "Professional" Glove** . . . deluxe 6-finger glove, made by Spalding. Extra-large TraPocket style . . . just get glove in front of ball for game-winning catches. Double adjustment wrist lock strap; hook for little finger. Finest heavy leather. Wt. 1 lb. 6 oz.
**80-3684 B1995** Wear on left hand. . . . . **$31.00**

# IT'S ROLLING

# 1ST ON KIDS TV

WALT DISNEY PRODUCTIONS, INC. • Character Merchandising Division • 477 Madison Ave. • New York 22, N.Y.



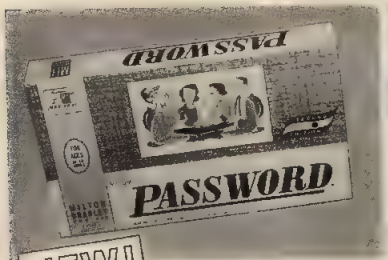

**WALT DISNEY'S MICKEY MOUSE CLUB • COAST TO COAST**
**½ HOUR DAILY • 52 WEEKS A YEAR**

WALT DISNEY PRODUCTIONS, INC. • Character Merchandising Division • 477 Madison Ave. • New York 22, N.Y.

## Four famous TV names...

PASSWORD | THE MATCH GAME | DR. KILDARE | BEN CASEY

# NEW! FOUR FAMOUS TV GAMES AND PUZZLES by Milton Bradley




NEW!

**PASSWORD — 2nd EDITION**
New box! New words! New pass books!
No. 4260 Retail $2.00

NEW!

**THE MATCH GAME**
Just like new NBC-TV show by Goodson-Todman, creators of PASSWORD!
No. 4320 Retail $4.00

NEW!

**DR. KILDARE PUZZLES**
Two subjects...with free autographed picture in each box!
No. 4318 Retail $1.00 each

NEW!

**BEN CASEY PUZZLES**
Two subjects...with free autographed picture in each box!
No. 4319 Retail $1.00 each

**By makers of CONCENTRATION, best-selling TV game of all times!**
**Order now! See your jobber today!**

**MILTON BRADLEY COMPANY** SPRINGFIELD 2, MASSACHUSETTS
NEW YORK • CHICAGO • SAN FRANCISCO

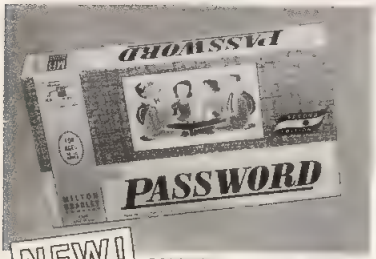
MB MILTON BRADLEY

Manufactured and distributed in Canada through Somerville Industries, Ltd. • Prices slightly higher in Western U.S.A. and Canada.

## Four famous TV names...

PASSWORD | THE MATCH GAME | DR. KILDARE | BEN CASEY

# NEW! FOUR FAMOUS TV GAMES AND PUZZLES by Milton Bradley




NEW!

**PASSWORD — 2nd EDITION**
New box! New words! New pass books!
No. 4260 Retail $2.00

NEW!

**THE MATCH GAME**
Just like new NBC-TV show by Goodson-Todman, creators of PASSWORD!
No. 4320 Retail $4.00

NEW!

**DR. KILDARE PUZZLES**
Two subjects... with free autographed picture in each box!
No. 4318 Retail $1.00 each

NEW!

**BEN CASEY PUZZLES**
Two subjects... with free autographed picture in each box!
No. 4319 Retail $1.00 each

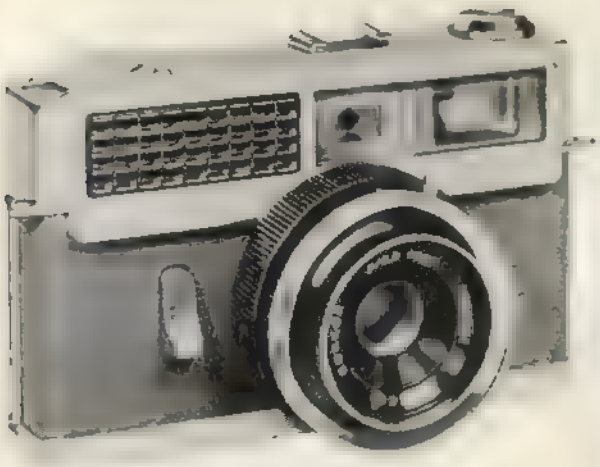
**By makers of CONCENTRATION, best-selling TV game of all times!**
**Order now! See your jobber today!**

**MILTON BRADLEY COMPANY** SPRINGFIELD 2, MASSACHUSETTS
NEW YORK • CHICAGO • SAN FRANCISCO

MB MILTON BRADLEY

Manufactured and distributed in Canada through Somerville Industries, Ltd. • Prices slightly higher in Western U.S.A. and Canada.

# Fine Quality Cameras

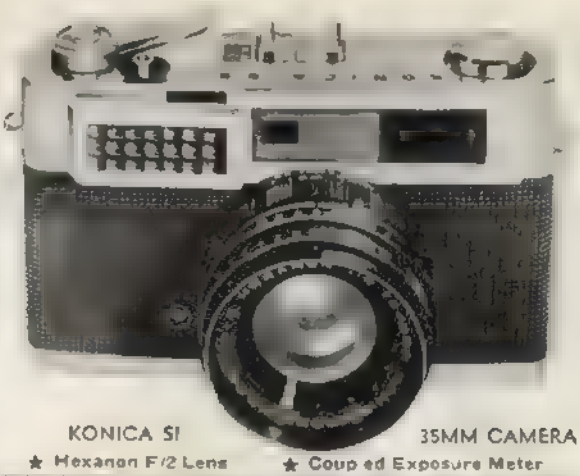


## ANSCO NEW AUTOSET 35MM CAMERA

★ Fully Automatic ★ F/2.8 Lens ★ Speeds to 1,500 Sec.

2296V7490 A fully automatic wide range precision 35mm camera. Features f/2.8 Rokor lens and shutter speeds of 1/30 to 1/500 sec. (with [illegible]) for [illegible] eye automatically set lens for perfect exposure from average indoors to bright outdoor scenes. Distance dash signal is [illegible] viewfinder. Coupled [illegible] automatic full parallax correction for accurate [illegible]. Camera can also be operated manually. From Japan. Accepts film speeds ASA [illegible] to 1600. Single stroke film advance. Complete with carrying case. Retail **$99.90**

2909V5295 'Monojet SP' Electronic Flash 74.95
2618V597 Swivel Head Folding Flash 9.95



## KONICA SI 35MM CAMERA

★ Hexanon F/2 Lens ★ Coupled Exposure Meter

2594V9218 This sup[illegible] camera [illegible] coupled exposure meter [illegible] the display [illegible] and shutter. It permits setting of correct exposure values automatically by sighting [illegible] meter [illegible] exposure [illegible] Automatic parallax compensation is provided. The viewfinder is luminous frame [illegible] and contract to exactly match the field size which changes with [illegible] lens. Excellent Hexanon f/2 lens has [illegible] coated amber coating and strengthened high [illegible] power. Boasts 1/500 MX [illegible] with a built-in [illegible] single stroke lever [illegible] and film transport. Positive double exposure prevention. Complete with carrying case. Made in Japan. Retail **$122.90**

2909V5295 Monojet SP Electronic Flash 74.95
2618V597 — Swivel Head Folding Flash 9.95

## OLYMPUS "AUTO EYE" CAMERA

★ F/2.8 Lens ★ Completely Automatic Operation

2687V6746 Completely automatic in a precision made 35mm camera. Perfect [illegible] but [illegible] Accepts films with ASA speeds [illegible] to 800. Shutter speeds [illegible] second. Electronic eye automatically sets lens opening [illegible] bright outdoor scenes. Features f/2.8 lens. When [illegible] Manual Matic [illegible] lenses on all 35mm cameras. Film [illegible] and instructions. Made in Japan. Retail **$89.95**

2909V5295 Monojet SP Electronic Flash 74.95
2618V597 Swivel Head Folding Flash 9.95



## MINOX "B"

## MINOX "B" AUTOMATIC ULTRA-MINIATURE CAMERA

★ F/3.5 Complan Lens
★ Coupled Exposure Meter

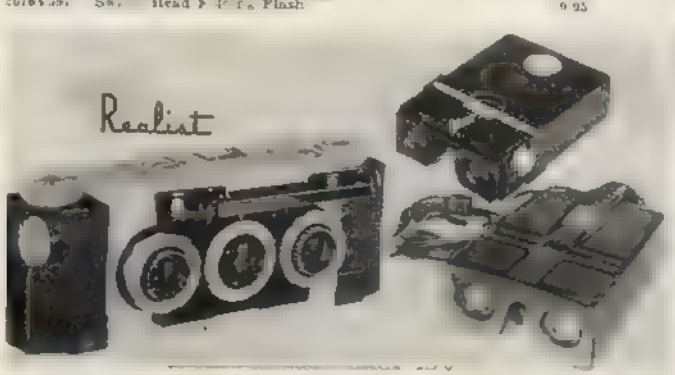
3289V11920 An [illegible] ultra miniature camera of precision West German craftsmanship that will [illegible] the palm of the hand. Built-in shutter-coupled exposure meter. Luminous frame finder parallax corrected viewfinder. Telescopic [illegible] and transport. Speeds 1 to 1/500 seconds, B and T flash synchronized. Focusing range 8" to infinity. Negative of [illegible] size affords ample [illegible] enlargements. Uses easy to load film cassettes that eliminate threading or rewinding of film. Complete with case. Retail **$149.00**

3293V1196—Minox B/C Flash 14.95
3289V768 4-36 exp. cassette Color Transparency Film 3.40 each
3291V800 4-36 exp. cassette Fine Black and White Film 2.50 each
3292V720 4-36 exp. cassette Ansco Color Print Film 2.25 each

## ZEISS IKON TENAX AUTOMATIC★

2912V6293 Picture taking is amazingly rapid and simple with [illegible] camera. Just set the lens for [illegible] and press the Universal Control. The [illegible] Ikon automatically sets the correct combination of lens aperture and shutter speed. Ideal for [illegible] time action or release [illegible] Photoelectric Exposure Meter automatically sets the correct combination of lens aperture and shutter speeds. Insures [illegible] exposed pictures. Equipped with famous Zeiss Tessar f/2.8 [illegible] lens. [illegible] 1/30 to 1/500 sec. [illegible] Complete with case. Made in [illegible] Retail **$75.00**

2909V5295— [illegible] Electronic Flash 74.95
2618V597 Swivel Head Folding Flash 9.95



## STEREO REALIST 3D CAMERA AND DELUXE ACCESSORIES

1504V10204—35MM Stereo-Realist F/3.5—Speed to 1/150 Sec. Perfectly matched F/3.5 color corrected coated, anastigmat 35mm lenses. Centered viewfinder completely eliminates parallax worries. Double exposure control, flash synch [illegible] image lens coupled precision rangefinder. Uses 35MM film. Retail **$149.50**

1506V648 Stereo-Realist Flash 9.75
1507V884 Stereo-Realist Case 12.95

### Battery Operated Stereo Viewer

1509V1363—Deluxe Realist Viewer. Interocular adjustment makes viewing comfortable. Case is ruggedly constructed. Batteries not included. Retail $19.95

### Combination Power Source Viewer

1507V1206—Realist Power Conversion Viewer. By simple exchange of cartridges, power may be [illegible] from [illegible] batteries to regular [illegible] use a ring. Has [illegible] adjustment, [illegible] focusing. Retail $[illegible]

## KALIMAT "35" CAMERA KIT

3294V2993—An excellent complete [illegible] camera [illegible] features. The fully automatic Kalimat "35" camera. Exposure settings are automatically adjusted with the built in meter which is coupled to the lens. Affords perfect exposures always. Features [illegible] coated 1.4 lens, bright [illegible] viewfinder, [illegible] film advance [illegible] indicator, built in [illegible] for [illegible] flash unit or [illegible] flash automatic exposure [illegible] and double exposure prevention. Accepts film speeds ASA 10 to 200. Rugged die-cast [illegible] Complete with flash unit and carrying case. Made in Japan. Retail **$59.95**

## OLYMPUS PEN EE ELECTRIC EYE SUB-MINIATURE CAMERA

2914V4153 [illegible] the Electric Eye [illegible] has a sharp F/3.5 lens, [illegible] viewfinder, automatic [illegible] and automatic exposure dial. [illegible] flash synchronized. Takes twice the pictures on every roll of standard 35mm film. So compact it may be carried in the pocket. Complete with case. Made in Japan. Retail **$55.45**

2688V2813—Olympus Pen Camera and Case. Similar to the above but not equipped with the built in electric eye. Retail $37.50

2618V597 Swivel Head [illegible] Flash 9.95



**Retail Prices Are Suggested Only and May Vary in Different Trading Areas**

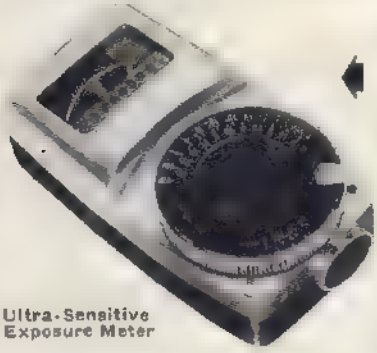
# Meters, Gadget Bags & Tripods

**Brockway Auto-Leader Hinged Booster Exposure Meter**

2497V886—An extremely versatile meter with the exclusive swing-out hinged booster feature. Meter affords readings for still cameras—ASA, LV, EV and Polaroid scales. F stops range from F1 to F22, speeds from 1/2000 sec to 8 sec., ASA from 6 to 12,000. Operation is fast and simple, merely line a moving target on meter needle. With case and strap. Made in Japan. Retail $11.93

**Sekonic LC-2 Clip-On Meter**

2498V746—Adjustable shoe permits use on any accessory shoe mount. Shows LVS and ASA readings 6 to 3200, F stops 1 to 32, film speeds 4 sec to 1/1000 sec. Has built-in booster. Complete with case and straps. Made in Japan. Retail $9.95



**Ultra-Sensitive Exposure Meter**

**Sekonic Microlite L-88**

2894V1871 — This exposure meter uses the semi-conduction Cadmium Sulfide which gives the meter a light sensitivity 150 times greater than conventional cells and makes possible measuring of light of as low a level as LVS. EVS) No 1—(ASA 100, F 1.4 1 sec.) Cadmium Sulfide does not generate current, but uses a power source. A 1.3 volts mercury battery enclosed in the meter case is used. Range of LVS (EVS) No 1 to 18. Speeds: 16 sec—1/1000 sec. ASA scales 6-12,000. DIN scale 9-42. Made in Japan. Retail $24.95

(A)

**(A) Compact Portable Tripods**

2902V830—**Eight Section Telescoping Tripod**—For use with 35 MM and small reflex cameras. Gear driven center section with lock and folding crank. Pan head operates horizontally, vertically and tilts, turning handle locks all movements. Closes to 9", extends to 46" plus 8" elevator. Wt. 1½ lbs. Complete with case. Made in Japan. Retail $16.95

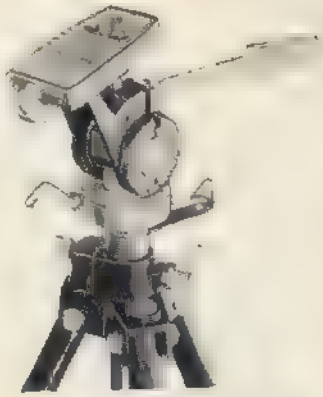
3314V982—**Deluxe Nine Section Telescoping Tripod**. . . Ideal for both the amateur and professional. Special 1, designed tilt panhead operates horizontally and vertically. Gear driven elevator section. Fits most movie, 35 MM and reflex cameras. Closes to 11" extends to 41" plus 7½" elevator. Complete with case. Made in Japan. Retail $16.93

**(B) Testrite 3 Section Tripod**

2229V1330—**Three Section "Superpod" Tripod**—Features, horizontal movie panning gearing, vertical tilt 90° panhead tilt, ball level built-in ratchet, panhandle head lock, aluminum legs, jam-free construction and clutch design. Accommodates all movie cameras and still cameras to 4x5 size. American made. Retail $23.95

**(C) Testrite 3 Section Deluxe Tripod**

2228V1463—**Three Section "Deluxe" Tripod**—Accommodates all movie cameras and still cameras up to 4x5 size. 90° panhead tilt. Leveling Tripod. Aluminum legs. Jam-free construction, short. American made. Retail $21.95



(B) Three Section "Superpod" Tripod

(C) Three Section "Deluxe" Tripod

**Universal**

**Adjustable Case For All Movie Cameras**

3208V692—A fine deluxe quality camera compartment case designed to accommodate all standard, zoom lens and turret camera models. Extra room for film, lenses, meters and accessories. Rugged leather construction. Retail $12.95

**Genuine Leather Roomy Gadget Bags For 35 MM Reflex Or Press Cameras**

2896V1677—A heavy duty top grain cowhide gadget bag. Popular all-purpose size 10"x5¾"x9½". Will accommodate all 35mm reflex or 4x5 press cameras with accessories. Beautiful Honey Maple finish. Brass trim. Rugged zipper and attractive hard core. Genuine leather strap and shoulder cushion. Retail $32.95

2896V1677 Similar to the above but smaller in size 10⅞"x4¾"x7½" Ideal for all 35mm and reflex cameras with accessories. Retail $27.95

**Leather Pro Bag Professional Style**

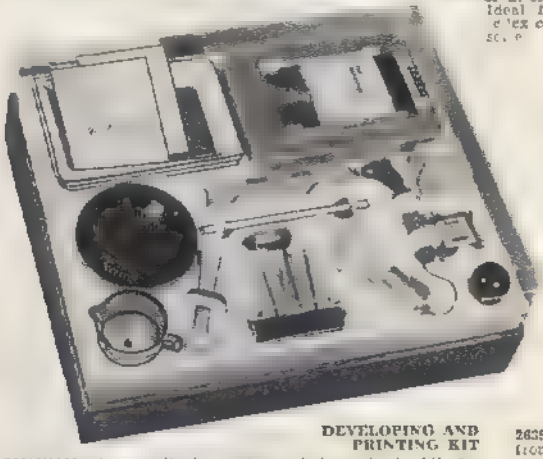
2895V1617 Genuine top grain Cordovan finish cowhide. Will hold all cameras up to 2¼x3¼ film size) and accessories. Deluxe hand strap and shoulder strap of straps. Measures 15"x8½"x10". Retail $26.95

1833V1077 Genuine Suntan finish leather case similar to above, but measures 10½"x6½"x9" Ideal for Polaroid cameras with accessories. Retail $17.95

**Top Grain Cowhide Gadget Bags**

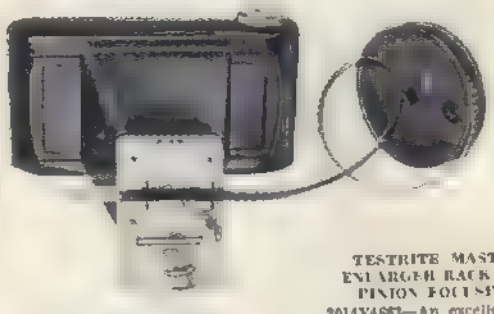
2898V1277—A deluxe quality top grain Brown cowhide gadget bag. This extremely roomy bag 10¼"x5¾"x9½", will accommodate one or two 35mm reflex cameras. This bag is poly foam padded has a padded lid. Heavy duty zipper and hardware. Retail $22.95

2899V1197—Similar to the above but smaller in size, 10⅛"x4¾"x7¾" Accommodates all 35mm or reflex cameras with accessories. Retail $19.95



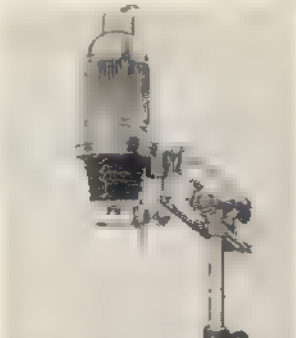
**DEVELOPING AND PRINTING KIT**

2801V1197—An excellent amateur photographer's kit for complete home developing and printing. Contains the following: print box with safelight and mask developing tank for type 120 reels 3 trays EK paper runs safelight 2 MQ developers 4 film clips thermometer adjustable frame blotters 3 print tongs, stirring rod and 2 instruction booklets. Retail $17.95



**8 MM "CINEARGER"**

2629V1530 Produces beautiful negatives from any movie film black and white or color on any black and white or color film as easy as slide. Each slide is processed, a No 2 portrait mod as used for exposure. Built-in shutter and safe as well as exposure guide and full instructions. Retail $22.95



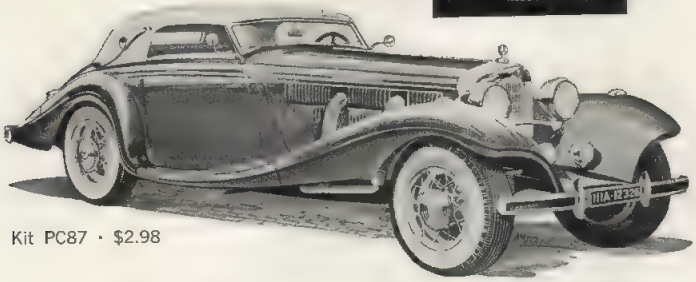
**TESTRITE MASTER ENLARGER RACK AND PINION FOCUSING**

2014V4663—An excellent enlarger that affords professional results. Truly a fine component for the photography enthusiast. Accommodates all negatives from 35mm to 2¼"x2¼". Long wearing bellows, fine rack and pinion focusing. Perfect alignment of negatives on baseboard with exclusive arrangement. One to six times enlargements on baseboard. Rotating glass negative carrier 360 degrees tilt. Includes F 4.5 90mm Eiger iris diaphragm lens. Retail $69.95

# *Magnificent Mercedes*

**presenting . . . for early fall selling . . . the Monogram classic model of one of the world's most famous classic motor cars.**

Monogram
THE NAME FOR Quality HOBBY KITS



Kit PC87 · $2.98

## Mercedes-Benz · 540-K · 1939 Cabriolet

The famous glamour car of the late thirties, the Mercedes-Benz made in Germany by Daimler-Benz, sold for $11,000 00. Today it is a true classic, highly prized and sought by collectors.

Now, this great car is a magnificent Monogram model. We scaled it from the original car in the popular 1/8 inch scale, with amazing detail and authenticity. Kit contains 107 parts in red, black, white and clear plastic, with 47 of the parts finished in gleaming chrome. Body and fender assembly are molded in one piece. Interior is completely detailed—simulated upholstery, instrument panel, jump and two bucket seats. The supercharged engine has plated head, transmission and exhaust pipes. Swing axle. Removable white top and replacement boot. Removable hood. Spoke wheels with white wall tires. A beautiful and authentic model, rich in body color and chrome.

This companion model, same scale and pricing as our classic Duesenberg, is dramatically packed in full-color box Unusual store display with built-up model, plus window poster and other advertising and promotion material, is included in special Retailer Pack

The Mercedes should be your most important half-inch car kit for profitable fall and holiday selling. Distributors can supply now.

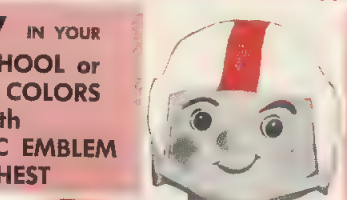
**MONOGRAM MODELS, INC. · MORTON GROVE, ILLINOIS**

# "FLIP" HAS STARTED A TEENAGE SCHOOL RAGE!

*Sure-Fire Built-in Sales Appeal*

**NOW** IN YOUR HIGH SCHOOL or COLLEGE COLORS with AUTHENTIC EMBLEM on CHEST

AVAILABLE IN ALL
14 NATIONAL FOOTBALL LEAGUE
AND ALL
8 AMERICAN FOOTBALL LEAGUE
AUTHENTIC COLORS AND EMBLEMS



TALK OF GETTING
**PERSONAL!**

Each Flip has two sets of self-sticking numerals 0-9. Personalize the doll with your favorite player's exact uniform numbers

**17½" TALL**

Original creation, copyrighted, cuddly soft, of fine quality plush and chino cloth, expressive vinyl head, and vinyl hands, right hand clutching vinyl football. Sits erect.

**Retails About**

**$5.00**

*Flip Sales Up with*

FLIP

FLIP IS individually boxed in colorful open front display carton

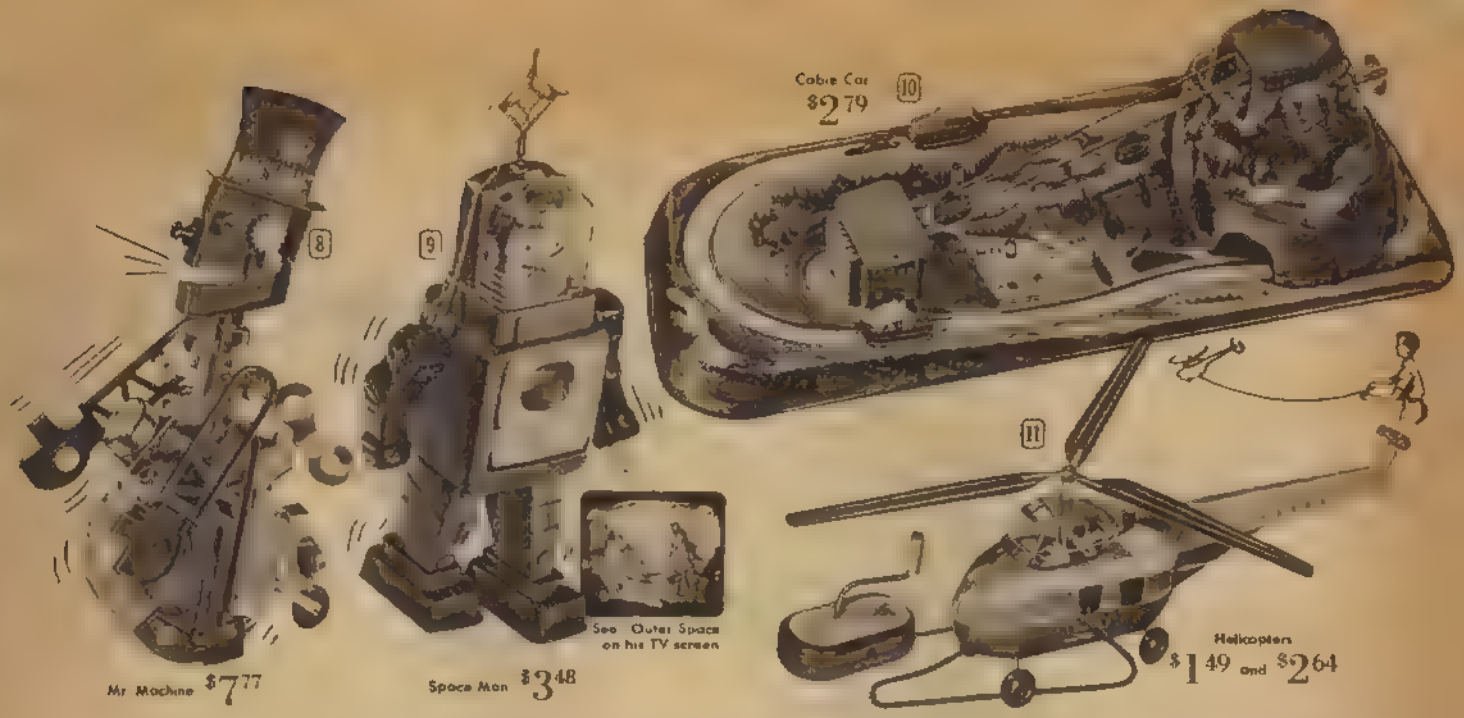
**NATIONALLY ADVERTISED**

— Inquire about our complete SPORTS LINE —

*Write now for more information*

**COLUMBIA TOY PRODUCTS**

1601 BELLEFONTAINE KANSAS CITY 27, MO.




# with Thrills...

8 **Mr. Machine**—*the robot with personality.* Clear plastic—watch the gears go around. Just wind him up, he walks, swings arms, bell rings, siren sounds. Mouth opens and closes. Take him apart, put him together again (numbered instructions). Enclosed wind-up spring, big key. Assembled. About 18 in. high.
48 T 2917—Ship. wt. 5 lbs..... **$7.77**

9 **Man From Space.** Just press down on his antenna—he walks along swinging his arms! You can see gears in plastic head revolve, eyes roll, lights flash. "TV Screen" shows moving space pictures. Lithographed metal. Needs 2 "D" cell batteries (not included); sold at right. About 15 in. high. Imported.
48 T 2816—Ship. wt. 2 lbs. 6 oz. **$3.48**

10 **Climb Aboard the Cable Car** Just wind it up and watch the continuous action. Cable cars run from cable station to mountain top. Two automobiles travel over mountain highway. First car "stops" at cable station. Second car comes out of tunnel, down highway. First car then moves from station into tunnel. Metal base, cars. Colorfully lithographed. Abt. 7¾x6x18½ in. long. Imported.
48 T 2881—Ship. wt. 1 lb. 13 oz. **$2.79**

11 **Fly Your Own "whirlybird" by** remote control! Crank gear box, flexible rotor blades, landing wheels. Lithographed metal; about 9 in. long; cable about 36 in. Imported.
48 T 2891 Ship. wt. 1 lb..... **$2.64**
48 T 2892—Like above, but 5½ in. long, cable 32 in. Ship. wt. 8 oz. **$1.49**

12 **"Bengali" the Tiger.** Sleek jungle beast stalks along with bared fangs, turning his head from side to side—he even snarls! Operates by remote control; you lead him along by 30-in. "leash." Steel body with striped "fur" (plush) hide. Realistic molded plastic head, fierce green shoebutton eyes. Needs 2 "D" cell batteries—order at right. Imported.
48 T 2870—Ship. wt. 1 lb. 12 oz. **$5.44**

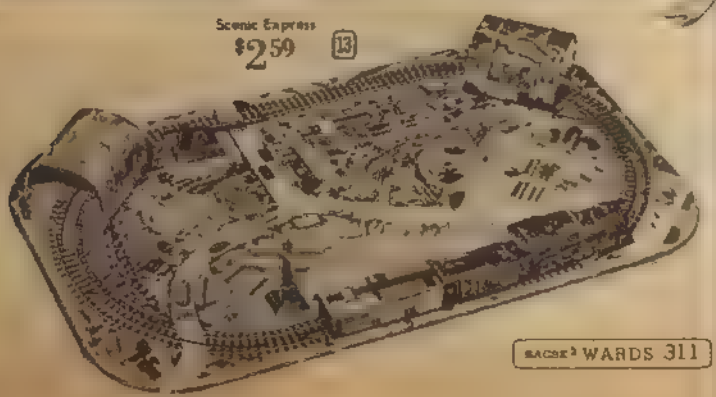
13 **Scenic Express.** What excitement there is as 3-car train speeds around track through the 2 tunnels. Semaphore and gate operate automatically. Colorful metal base with lithographed roads, houses and cars, plastic locomotive. Strong, clockspring wind-up motor. Base abt. 21¾x13 in. Train abt 11½ in. long.
48 T 2848—Ship. wt. 3 lbs..... **$2.59**

**Christmastime, Anytime, Shop Wards for the Most Exciting Toys. All Toys Available Until October 1, 1963.**

14 **King Zor the Dinosaur.** Press the button—King Zor lumbers forward until his forked tongue strikes an obstacle. He roars angrily, backs away and turns in another direction. *But King Zor has a sensitive spot—his tail!* Shoot one of the darts from the dart gun at his tail and Zor roars his protest . . . he turns toward you and shoots a ball at you. When King Zor has hurled all 8 balls at his "enemy" his power is weakened and the mighty beast is under control. Made of sturdy plastic. Comes with dinosaur gun and supply of rubber-tipped darts. Needs 2 "D" batteries; order below. King Zor is abt. 31 in. long, 12 in. high; gun is 6¾ in. long. *Mail.*
48 T 2820 MO—Wt. 7 lbs. 8 oz. **$12.88**

**"D" Cell Batteries** for toys on these 2 pages. Ship. wt. each 4 oz.
48 T 2339 X..... Each 18c; 4 for 60c

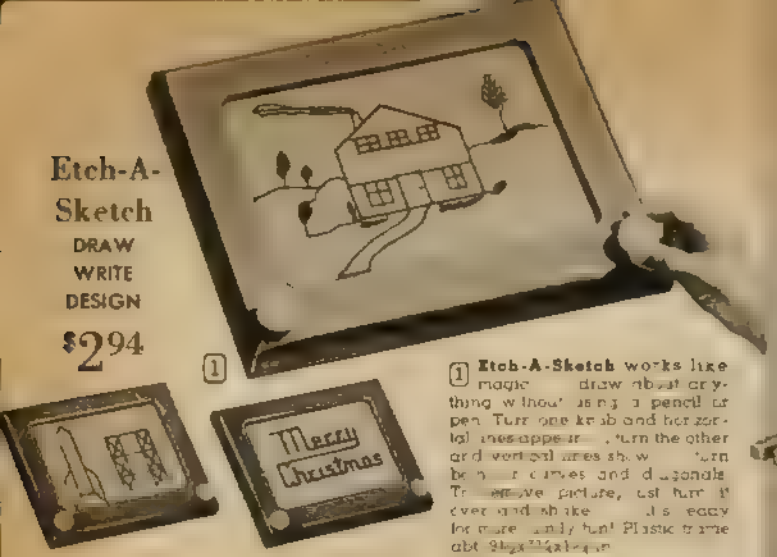
**"Charge It"**
SEE PAGE 227



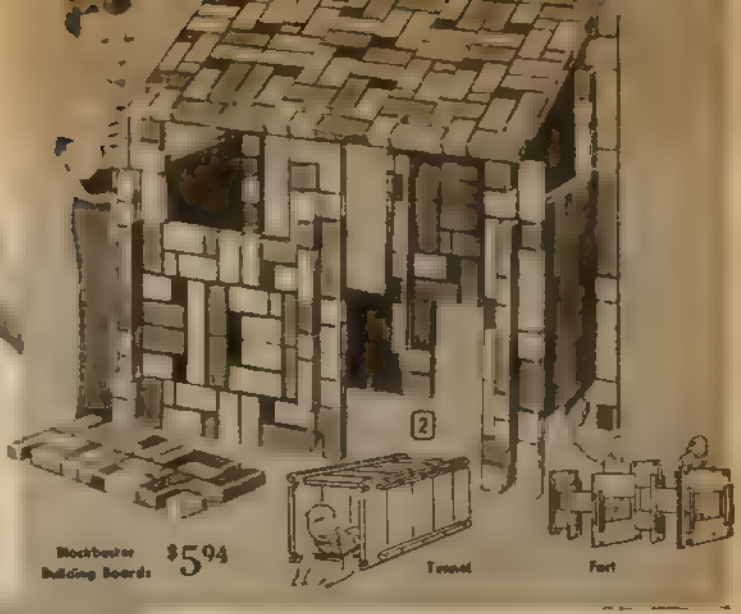
## Etch-A-Sketch

DRAW
WRITE
DESIGN

**$2.94**




1 **Etch-A-Sketch** works like magic — draw about anything without using a pencil or pen. Turn one knob and horizontal lines appear — turn the other and vertical lines show — turn both for curves and diagonals. To erase picture, just turn it over and shake — it's easy for more family fun! Plastic frame, abt. 9½x11¼x1¾ in.
48 W 409—Ship. wt. 2 lbs. **$2.94**



2 **Blockbuster Building Boards** make wonderful doll houses, forts, tunnels, etc. Lightweight, easy to handle, notches for quick interlocking. Colorful brick print on heavy corrugated board. Includes 33 pieces: 14 long boards abt. 2¾x8¼ in., 19 short boards abt. 8x4½ in. Easily assembled. *Mailable*
48 T 406 M—Ship. wt. 10 lbs. 33 Pc. Set **$5.94**

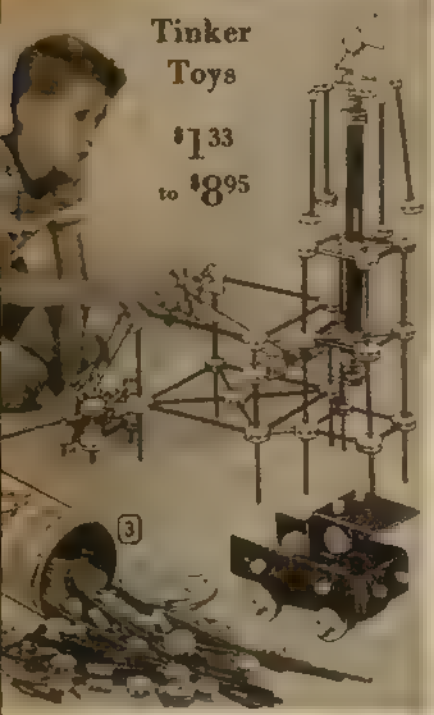
Blockbuster Building Boards **$5.94**

Tunnel

Fort

## Tinker Toys

**$1.33** to **$8.95**



3 **Tinker Toys—Always A Favorite.** For ages 2 to 12. Build action models with precision-made white birch spools, green cardboard wheels, sticks, rods in assorted colors, and different-length Tinkertoggle pegs. Choose Motorized, Regular or Panel Builder Sets.

NEW ELECTRIC MOTOR SET. Giant-size set with specially designed electric motor that can be built right into the models. Special pulleys for use with motor. Build exciting powered models. Ferris Wheels, Windmills, others. Motor U.L. Approved for use on standard household current. 12 pg. idea book, 4 pg. instruction booklet.
46 T 9411—Abt. 345 pcs. Ship. wt. 6 lbs. . . . . **$8.95**

REGULAR TINKER TOY SETS. No motor.
365 Piece "Big-Boy" Set with 12-page idea book.
48 T 674—Ship. wt. 4 lbs. 4 oz. **$3.39**

215 Piece "Grand" Set with 12 page idea book.
48 T 670—Ship. wt. 2 lbs. 8 oz. **$1.99**

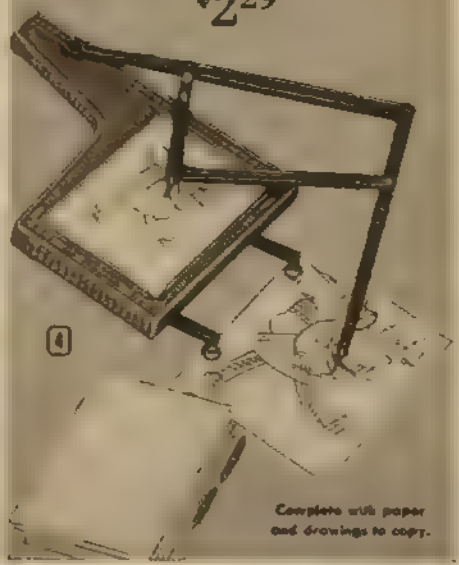
149 Piece "Major" Set with 8-page idea book.
48 T 669—Ship. wt. 1 lb. 12 oz. **$1.33**

PANEL BUILDER SET. Hardboard Punched Panels, New Wood Parts added to Original Tinker Toy connectors — designs have added dimension. Use pictures. Make buildings, cars, trucks, etc. 16 page idea booklet.
46 T 9412—Abt. 402 pcs. Ship. wt. 9 lbs. 4 oz. **$5.99**

## Sketch-A-Graph

- Enlarges Pictures
- Reduces, too

**$2.29**



4 **Sketch-A-Graph with Pantograph.** Enlarge or reduce almost any drawing — in color! Pantograph with 4 arms, 3 different scales for different sizes. Three pens, one red, green, blue. Just place stylus on picture to be reproduced — it follows lines with stylus — pen on pantograph draws it on paper in exact proportion. Suction cups keep copy flat, eliminate slipping. Set includes plastic Sketch-A-Graph, 3 pens, drawing paper and sketch book with a wide variety of drawings to copy. About 16x14 in. Instructions included.
48 T 9265—Ship. wt. 2 lbs. 8 oz. **$2.29**

Complete with paper and drawings to copy.

5 **Foreign Dolls.** Life-like cardboard dolls of foreign lands with complete wardrobe of paper cutouts. Dolls about 9½ in. tall. 3 boys and 5 girls. Native Costumes from France, Japan, Holland, Spain, Sweden, others. All gaily colored.
48 T 93.1—Ship. wt. 1 lb. 8 oz. **$1.59**

6 **Tak-A-Peg Desk Kit** with blackboard, pegboard. For ages 3 to 8. About 11x9½ in. Blackboard sides out — has numbers, alphabet on it. Pegboard inside with lots of pegs. 208 holes, hammer. Includes stencil, chalk, sponge. Enameled kit about 16x12 inches with handle. Instructions included.
48 T 495—Ship. wt. 2 lbs. 10 oz. **$1.59**

Tak-a-Peg Desk Kit

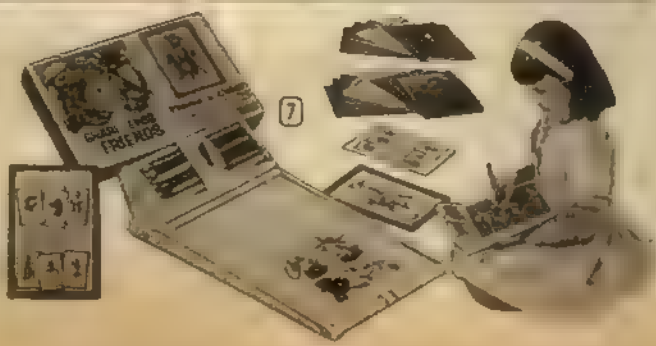
**$1.59**

## Shari Lewis' Friends

Frame 'N Color Set

**$2.19**

312 WAFDS BACKS



7 **Shari Lewis' Friends Frame 'N Color.** For ages 3 to 9. Draw and frame your own pictures of Shari's wonderful friends. Pictures of Lamb Chop, Wing Ding, Hush Puppy, Charlie Horse, 2 others. It's easy and fun to do — just follow the outlined plastic stencil guides. Color gay pictures and frame them yourself in the plastic frame included. Frame can stand or hang on wall. Set includes Drawing Desk (abt. 5¾x9¾ in.), 8 guides, 6 colored pencils, paper, pencil and sharpener.
48 T 3307—Instructions. Ship. wt. 1 lb. 8 oz. **$2.19**

# Mr. Mercury

He walks . . bends . . grasps and lifts things— all by remote control

Without batteries $5.99

Amazing robot bows . . raises both arms—all at your command . even closes hands to pick up objects. Whirring noise and slow precision add to realism. Head lights up to reveal figures of men behind clear plastic window. Four push-buttons on control. 30-inch flexible steel cable Enameled steel, 13 in. high. has plastic foam palms. "Walks" on tiny wheels. Order 2 "D" batteries 49 N 4660 on facing page. From Japan

49 N 5794—Shipping weight 3 pounds..... $5.99

## Astronaut really walks

Without batteries $5.95

Here comes the moon explorer, ray gun flashing. Legs really "walk" on concealed wheels. He's suited in colorful metal with clear plastic helmet. Authentic details right down to "oxygen tank." About 15 in. tall. Order 2 "D" batteries 49 N 4660 on facing page. From Japan

49 N 5715—Shpg. wt. 1 lb. 12 oz..... $5.95

## Automatic "Mr. Atomic"

Without batteries $6.95

Built-in "computer panel" flashes on and off, as Mr. Atomic moves and bumps in all directions. Colorful enameled steel with clear plastic helmet, robot rolls on small concealed wheels. 11 in. high Needs 2 "D" batteries, order 49N4660 on facing page. From Japan

49 N 5720—Shpg. wt. 2 lbs. 12 oz.....$6.95

# Mr. Machine

$7.77

Comical robot walks and swings his arms . . he rings a bell, opens and closes his mouth, sounds a siren. All this, and he comes apart, too. A young owner can see just how this wacky wind-up works. Metal and plastic, 18 inches high. Shipping weight 5 lbs.

49 N 5873... $7.77

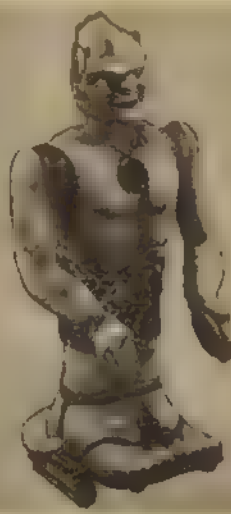
# Robot Commando

Without batteries $13.99

Speak orders into remote control device . big 19 inch robot marches forward, turns left or right . . fires rockets or throws missiles He's plastic, with 4 wheels missiles, rockets Needs 3 "D" batteries, order 79 N 4660 on facing page Shpg. wt 8 lbs.

79 N 5802L.. $13.99

# Garloo



Without batteries $10.99

A giant monster who obeys push button commands! Garloo goes forward, stops, turns and bends, picks up and drops things all by remote control Colorful plastic, 2 ft tall. Order 2 "D" batteries 79 N 4660 facing page Shpg wt. 6 lbs.

79 N 5760L $10.99

Make war on roaring dinosaur!

# King Zor

Without batteries $10.49

Zor advances menacingly when you press button . . . backs away from obstacles with an outraged roar, turns in new direction. Fire darts from gun—he'll roar, back away, and shoot ball back at you every time dart strikes his tail. Plastic, 31 in. long. Plastic gun with 8 plastic balls, 5 darts. Heavy-duty motor needs 2 "D" batteries, order 79N4660 on facing page.

79 N 5756L—Shipping weight 8 lbs.....$10.49

## Crawling Crab $1.99

Wind him up . . see him creep across the floor, raising and lowering big pincers Moves from side to side in true crab-like motion. Clock spring motor Decorated steel body on wheels. Japanese import, 14 in. long.

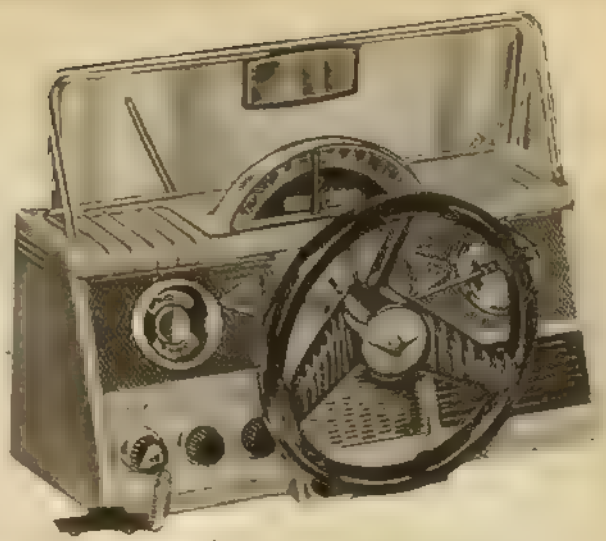
49 N 4297 –Shipping weight 1 lb. $1.99

## Battery-powered *Pinocchio* plays a melody on xylophone

**$5.99** Without batteries

Pinocchio comes "alive" again—now he plays a xylophone. Mallet strikes the right bars for "London Bridge is Falling Down" . . stops after playing tune twice. Multi-color metal, head vinyl plastic. 10x10x10 inches. Uses 2 "D" batteries, *order below.*

49 N 5740—Shpg. wt. 2 lbs. 8 oz. .$5.99



## *Dino,* by MARX

He wallows along in a tricky way, his head rocks forward and backward, and he makes a cute "dino" noise. Rider Fred Flintstone of TV moves the same way. Sturdy metal covered in rich purple plush. 20 inches long, 12 inches high to top of Dino's head, 7¾ inches wide. Uses 2 "D" batteries, *order below.*

49 N 5780—Shipping wt. 5 lbs . . . $7.44

**$7.44** Without batteries

## *Firebird "99",* by REMCO

Wipers swish . . Signals blink . . Speedometer moves

**$6.77** Without batteries

With the Firebird "99" Dash you drive right along with Dad. Start by turning the ignition key. Turn steering wheel, honk your horn, adjust rear view mirror. Gas, temperature gauge, amp-meter, windshield, knobs every dash should have. Durable plastic. *Order 2 "D" batteries below.*

49 N 5080—Wt. 3 lbs. 2 oz..$6.77

"D" batteries. Shpg. wt. ea 4 oz

49 N 4660 Each 16c; 4 for 60c

## *Bengali,* by MARX

Just press the remote-control button . . tiger roars . . moves his head . . walks. Soft rayon plush-covered steel body. He's fully 12 in. long. Use 2 "D" batteries, *order below.*

49 N 5757—Shpg. wt. 1 lb. 8 oz....$5.88

"D" Batteries. Shpg. wt. each 4 oz.

49 N 4660.....Each 16c; 4 for 60c

**$5.88** Without batteries

## Build . . and rebuild TIC TOY CLOCK

It really tells time!

**$4.88**

Runs about 14 hours on one winding. Unlike most clocks, this one enjoys being taken apart and reassembled. Easy-to-follow, color-keyed gear assembly makes it fun and mighty instructive, too. Made of sturdy molded plastic. Spring-driven movement. Clock, when assembled, is fully 11½ inches high

49 N 5077—Shipping weight 2 pounds 6 ounces .....$4.88

## *Odd Ogg,* by IDEAL

Turn on switch . . frog moves backward. Now roll one of 5 plastic balls. If you hit center bar, he makes a croaking sound, rolls forward. Miss—and he sticks out tongue, makes a "razzing" sound, backs away. Durable plastic, 7x14 in. long. Uses 2 "D" batteries, *order above.*

49 N 5159—Shpg. wt. 4 lbs. 8 oz.. $8.66

**$8.66** Without batteries

## the FLINTSTONES $4.97 64 pieces

Just imagine the fun you and your friends can have with this Stone Age town of Bedrock—just the way you've seen it on TV. There's Fred and Wilma Flintstone, of course—and Barney and Betty Rubble, and Dino and Puss, two stone-age cars, 7 prehistoric buildings including Fred's house, super market, gas station, snack bar, and many, many other animals and pieces. All are realistically molded in lifelike, 3-dimensional plastic. People up to 2½ inches high, buildings up to 5 inches tall.

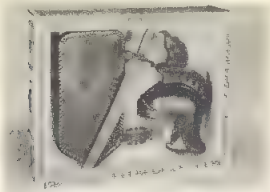
79 N 5974C—Shipping weight 4 pounds.....$4.97

## YOGI BEAR at Jellystone $4.97 70 pieces

Youngsters will love this! Yogi and all his friends—Poor Ranger Smith, Boo Boo Bear, Cindy Bear, Fibber Fox, Yakky Doodle, Snaggle Puss, and others. All are realistically molded in lifelike, 3-dimensional plastic. True-to-life park setting—18 wild animals, 3 rock formations, tents, pump, table, trees, cabin, even a flag and pole. Yogi about 2 inches high

79 N 5973C—Shipping weight 4 pounds . . . . . $4.97

NOTE: *Pieces in sets above and at left may vary slightly, but you will receive total stated.*



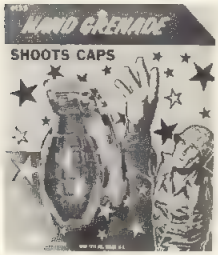
## MIGHTY WARRIOR SET

**PET**

Off to the Crusades or to do battle with the Huns wearing a helmet and armed with a shield and sword. Elaborate designs in polyethylene.

Pkd. 6, wt. 21 lbs.

| No. | | Retail |
|---|---|---|
| 962 | ★ | $5.00 |




## HAND GRENADE

**MACO**

Authentic replica made of non-breakable polyethylene with heavy-gauge steel firing mechanism. Fires standard paper cap. Harmless. Blister packed.

Pkd. 36, wt. 7 lbs.

| No. | | Retail |
|---|---|---|
| 135 | ● | $1.00 |

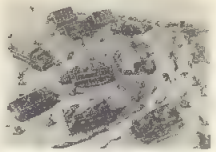
## BAZOOKA

**MACO**

Replica Bazooka made of high impact polystyrene is 13¾ inches long. Fires standard cap loading missile. Blister packed

Pkd. 12, wt. 5 lbs.

| No. | | Retail |
|---|---|---|
| 100 | ● | $1.00 |



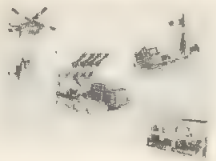
## MOBILE BATTLE FORCE SET

**MULTIPLE**

Features 20 inch "Goliath" tank with firing cannon. Scissors bridge really works. The "Puddle Jumper" tank is 14½ inches long and the Tank Destroyer, truck and jeep make up balance of vehicles. Soldiers in battle attair. All guns fire harmless shells. In display box.

Pkd. 6, wt. 29 lbs.

| No. | Retail |
|---|---|
| 3501 | $7.00 |



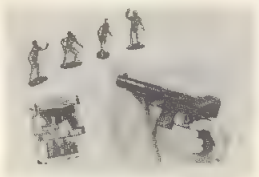
## MOBILE MISSILE ATTACK FORCE

**MULTIPLE**

Features flying Helicopter and automatic launching Heliport. The 10 inch armored tank fires 4 harmless rockets separately, A 10 inch missile carrier fires a giant 3 stage orbital missile. All operate easily. In display box.

Pkd. 12, wt. 25 lbs.

| No. | Retail |
|---|---|
| 1508 | $3.00 |



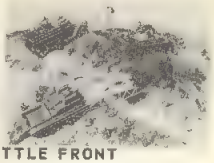
## POLICE-TARGET SET

**MULTIPLE**

Set includes an authentically detailed Sub Machine Gun and plastic target figures. Fires safe, harmless, foam bullets. Packed in window box.

Pkd. 12, wt. 8 lbs.

| No. | Retail |
|---|---|
| 897 | $1.00 |



## BATTLE FRONT

**MULTIPLE**

A complete attacking force. Exploding bridge flies apart. Includes tank with swivel-action gun turret, personnel carrier with loading ramp, rocket firing missile carrier, a Weasel with cannon, command jeep and transport truck. Many detailed figures with weapons and accessories. In display box.

Pkd. 6, wt. 26 lbs.

| No. | Retail |
|---|---|
| 3002 | $5.00 |

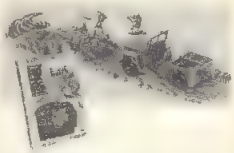
## AUTOMATIC PUDDLE JUMPER

**MULTIPLE**

14½ inch armored tank equipped with aluminum barrel cannon that fires harmless shells, rolls easily. The scissors bridge is 16½ inches long and is automatically launched from tank, and tank can cross over. In display box.

Pkd. 12, wt. 20 lbs.

| No. | Retail |
|---|---|
| 1401 | $2.50 |



## EXPLODING MINED ROAD

**MULTIPLE**

A real "Mined-Road" that blows up when the enemy troops travel over it. Safe and harmless. Complete with jeep, soldiers, and equipment. Packed in window box.

Pkd. 12, wt. 8 lbs.

| No. | Retail |
|---|---|
| 895 | $1.00 |

## NAVY FIGHTER BOMBER
**HUBLEY**

All metal. Top dark blue, bottom and wings light blue, cowling red. Cockpit enclosed with transparent sliding bubble. Revolving propeller, folding wings, retractable landing gear. Black wheels. Length 10 inches.

Pkd. 12, wt. 20 lbs.

| No. | | Retail |
|---|---|---|
| 495 | ⊛ | $2.00 |

## P-38
**HUBLEY**

Rubber tires, spinning props. 9 inches long. Individually boxed.

Pkd. 12, wt. 20 lbs.

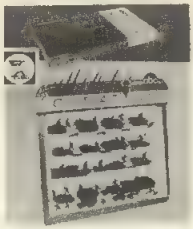
| No. | Retail |
|---|---|
| 881 | $2.00 |

## HELICOPTER
**HUBLEY**

Die-cast metal Army model, 9¼ inches long. Yellow with clear plastic bubble, colorful decals. Two revolving nickel plated rotor blades that fold. Black rubber wheels. Boxed.

Pkd. 12, wt. 13 lbs.

| No. | Retail |
|---|---|
| 483 | $1.50 |



## COMBAT MILITARY
**T. COHN**

Authentic scale military models with many movable parts. Made of sturdy unbreakable plastic. Includes tanks, guns, landing crafts, personnel carriers, 30 soldiers and more.

Pkd. 12, wt. 35 lbs.

| No. | | Retail |
|---|---|---|
| 640 | ★ | $5.00 |

## COMBAT SQUAD
**ANDY GARD**

Authentically scaled assortment of army vehicles and men. Includes jeep, tank, ambulance, truck, weasel, troop carrier, 8 men and accessories.

Pkd. 12, wt. 23 lbs.

| No. | | Retail |
|---|---|---|
| 407 | ⊛ | $3.00 |

## MILITARY ASSORTMENT
**ANDY GARD**

Consists of 3 each of:

No. 402 – Supply Truck and Jeep
No. 403 – Tank and Jeep
No. 404 – Weasel and Jeep
No. 405 – Troop Carrier and Jeep

Pkd. 12, wt. 11 lbs.

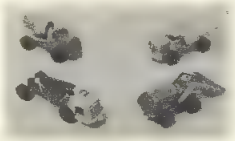
| No. | | Retail |
|---|---|---|
| 490 | ● | Each $1.00 |

## HORSE VAN
**ANDY GARD**

Heavy duty cab with balloon type tires. Van equipped with 2 loading ramps, sliding windows, and 3 race horses. Size: 9 x 6 x 24½ inches.

Pkd. 6, wt. 16 lbs.

| No. | | Retail |
|---|---|---|
| 610 | ✱ | $3.00 |



## ASSORTMENT
**ANDY GARD**

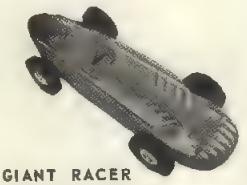
Consists of 3 each of:

No. 210 Cement Mixer
No. 211 Earth Hauler
No. 212 Dump Truck
No. 213 Hi Lift

Sturdy polyethylene, all over 12 inches long.

Pkd. 12, wt. 11 lbs.

| No. | Retail |
|---|---|
| 200 | Each $1.00 |



## GIANT RACER
**EMPIRE OF CAROLINA**

Polyethylene racer with steering wheel, in red, blue, with silver trim. Has putt putt noise. Size 23 x 8½ x 4½ inches.

Pkd. 12, wt. 10 lbs.

| No. | Retail |
|---|---|
| 202 | $1.00 |

# 4 star sellers from MURRAY

Here are typical sales builders from the leading line of juvenile wheel goods:

1. **MURRAY VELOCIPEDES** feature the distinctive Step-Up frame. Many models have new stylish fender ornaments and large, deluxe hub caps.
2. **MURRAY TOT-RODS** — Super Chain Drive model has new adjustable seat — another Murray first! Tot Rod also available in pedal drive model
3. **MURRAY TRACTORS** — These long-time favorites are available in two chain drive models, plus two different types of trailers
4. **NEW PAYLOAD DUMP TRUCK** — 5-position Adjust-o-matic pedals. Easily operated dump mechanism. "Truck-tread" tires and "spinner" hub caps

Remember, **more children ride on MURRAY wheels than any other kind.** So cash in on MURRAY'S greater sales appeal.

TESTED for families with children and awarded this seal. COMMENDED by PARENTS

THE MURRAY OHIO MFG CO. • NASHVILLE 4, TENNESSEE

**The Greatest Adventure Ever Lived Becomes The Greatest Adventure Ever Filmed!**

Magnificent seascapes..."Square-rigger relives history!" *says National Geographic*

Metro-Goldwyn-Mayer
PRESENTS

# MARLON BRANDO
as Fletcher Christian

# TREVOR HOWARD
as Captain Bligh

# RICHARD HARRIS
as John Mills

IN
AN AARON ROSENBERG PRODUCTION

# MUTINY ON THE BOUNTY

THE **NEW** M-G-M PRESENTATION
FILMED IN FABLED TAHITI!

FILMED IN ULTRA PANAVISION 70° TECHNICOLOR®

CO STARRING HUGH GRIFFITH · RICHARD HAYDN and TARITA · WITH PERCY HERBERT
SCREEN PLAY BY CHARLES LEDERER
DIRECTED BY LEWIS MILESTONE
Based on the Novel by CHARLES NORDHOFF and JAMES NORMAN HALL
MUSIC BY BRONISLAU KAPER

COMING TO YOUR FAVORITE MOTION PICTURE THEATRE SOON WATCH FOR IT!

$9.99

## NFL Electric Football played on 36x21-inch gridiron

Running, blocking, passing, kicking . . . you'll find all the fast action of real football right here on this big playing field. Set includes 2 teams of 3-dimensional figures in color plus a separate kicker-passer. Workable scoreboards mounted at each end, goal posts, 3-man yardage marker, NFL plays and instruction sheet. The hardboard field is set in steel frame. Operates on 110-120-volt, 60-cycle AC only. UL approved.

79 N 401C—Shipping weight 12 pounds. $9.99

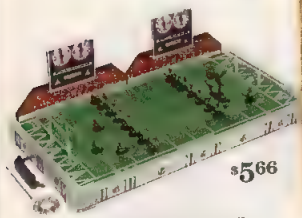
*Watch these 3-dimensional football players go into action . . . and run off exciting plays on a big de luxe gridiron*

## National League Electric Football $12.44

**Two full teams in realistic on-the-move positions . . . ready for you to paint with special paints and brush included**

A vibrating coil in the field puts "action" in this game. All team players block, tackle, run for yardage and TDs . . . even receive passes from the quarterback or kicker passer when a magnet tipped football is set up your defensive and offensive formations . . . sit back and watch. Hardboard playing field, 30x21 in., set in steel frame. Big grandstand section in center with workable scoreboards at each end. Includes pennants, goal posts, 4-man yardage marker, instructions and NFL plays. Coil attaches to underside of board. Operates on 110-120-volt, 60-cycle AC only. UL approved.

79 N 105L—Shipping weight 11 pounds. $12.44

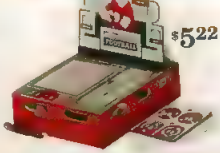


$5.66

## NFL Electric Football played on 28x15-inch gridiron

Put all your football know-how into action with these teams of 3-dimensional players. Flip the switch and they're in motion . . . passing, kicking, blocking. Paint them in your favorite team colors with the paint and brush set included. Metal scoreboards, goal posts, kicker-passer, magnetic ball, yardage marker and instruction sheet with NFL plays. Hardboard field is set in steel frame. UL approved for 110-120-volt, 60-cycle AC.

79 N 141C—Shipping weight 6 pounds. $5.66



$5.22

## Foto-Electric Football on lighted gridiron

Quarterback your own team. This viewer shows every play in motion . . . duplicates all the hard hitting action and every kind of regular football games.

Includes field with illuminated Play Viewer; offensive and defensive play cards; dials for kicks and runs in box measuring 19x14x8 inches. Play-Viewer operates on 110-120-volt, 60-cycle AC-DC. UL approved.

49 N 216—Shipping weight 3 lbs. 8 oz. $5.22

$2.99 without batteries

$4.99 without batteries

$5.99

## Play New Vibro-Power Football on this 20x13-inch field

Here's a football game packed with fast moving excitement at a low cost. Plastic gridiron vibrates on battery power, sending players into plays and positions. (Order 2 "C" batteries on page 96.) 22 [illegible] players set. Includes kicker-passer, goal posts, instructions.

79 N 243GY—Shpg. wt. 3 lbs. $2.99

## Play all positions in Electro Magnetic Action Baseball

An electronic coil propels the pitching arm. At touch of a button you can pitch curves, slow and fast balls. Sharp magnetic baseball into play with every [illegible] 19x19 [illegible] 110-[illegible] AC.

79 N 418C—Shipping weight 6 lbs. . . $5.99

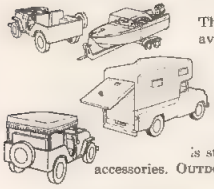
## Tap button to play Remote-control Battery-powered Baseball Game

Play ball! Control pitching and batting action with remote controls (order 4 "D" batteries below). Bat can be moved to right or left for switch hitting. Plastic field measures 30x20 inches. Includes ball, metal pitch [illegible]. For [illegible].

79 N 350L—Shipping weight [illegible] . . . $4.99

79 N 4660—"D" Batteries. Wt. 4 oz. Ea. 16c; 4 for 60c

## New Tonka set combines 3 top-selling toys



The Camper, 'Jeep' Surrey, and 'Jeep' Runabout, all top numbers in '62, are now available as a package set that represents a prodigious bargain in terms of play value.

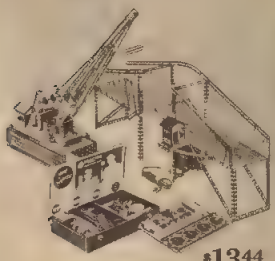
Painted in appropriate outdoor colors, Tonka's Outdoor Living set opens the adventurous world of camping, boating and traveling to boys. Authentic scale model reproduction adds exciting realism. And everything works. Camper windows slide open. Suitcases in 'Jeep' can be unloaded. Boat with detachable motor is launched by winch.

The toys are built of steel to last a childhood (e.g. Camper is strong enough to sit on.) Tough plastic is used for details and accessories. OUTDOOR LIVING display pack: 27¾" long, 8½" high, 14⅜" wide.

Suggested retail price $14.00

Tonka

## Standard ERECTOR Sets



$13.44

*145-piece Electric Set

Build an operating draw bridge or a jet bomber model. Reversing electric motor has 2 power take-offs. It's *UL approved* (110-120-volt, 60-cycle AC). Chest 17x10x3 inches. Steel

49 N 2334—Shpg. wt. 10 lbs.... .....Set $13.44

$7.99

without batteries

*125-piece Battery Set

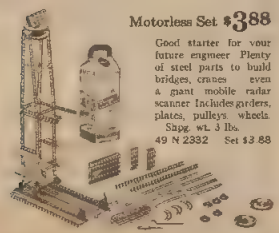
Battery-powered motor lets you build a spinning helicopter or a revolving radar scanner. Cars and trucks, too. Set includes girders, plates, pulleys and wheels. Chest 16x10x3 inches. Steel. Takes 2 "D" batteries. Order below

49 N 2333—Shipping weight 7 lbs.... , Set $7.99

"D" Battery. Shipping weight each 4 oz.

49 N 4660. .. .. . . Each 16c; 4 for 60c

•You also get many nuts, bolts and washers in sets



Motorless Set $3.88

Good starter for your future engineer Plenty of steel parts to build bridges, cranes even a giant mobile radar scanner Includes girders, plates, pulleys wheels

Shpg. wt. 3 lbs.

49 N 2332 Set $3.88

Build hundreds of exciting models that are truly realistic in looks and action

## MECCANO SETS

Precision-made gears and moving parts are solid brass or steel. Plates and girders are accurately cut and drilled for exacting fit. They're made in England

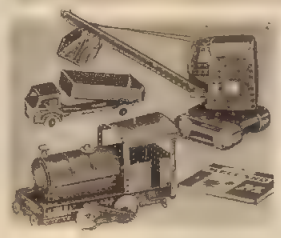
Build a pulley-operated front-loader tractor, a realistic airplane . . trucks and cars, too

*160-piece Set $11.99

Great way to start a hobby or career in engineering. Builds all kinds of models from simple buildings to exciting moving vehicles. Set includes curved, flat, flanged and flexible plates. Rugged, girders, pulleys, wheels, rods and cranks, too. Easy-to-understand instruction booklet included.

49 N 2317—Shpg. wt. 5 lbs. 5 oz.....Set $11.99

*You also get large number of nuts, bolts and washers in sets

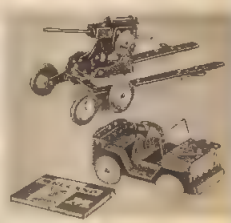


Build geared construction equipment

*230-pc. Set $14.98

Crank-and pulley crane, operating dump truck, realistic locomotive. These and many other moving models can be built with hundreds of parts, all carefully detailed for easy assembly. Set includes gears, as well as girders, plates, pulleys, wheels, rods and cranks. Easy to understand instructions.

49 N 2318 Shipping wt. 6 lbs. 9 oz..... Set $14.98



Build moving vehicles

*85-pc Set $6.49

Build a mobile anti-aircraft gun that rises . . a toy jeep that looks real. Set has lots of girders, plates, wheels, pulleys and rods in different shapes and sizes. Comes complete with detailed instruction booklet

49 N 2327—Wt. 2 lbs. 7 oz.. Set $6.49

Mechanisms Set makes simple pulley setups to complex differentials

$8.49

Huge variety of precision gears fascinating alone, exciting with Meccano Construction Sets. Shipping weight 2 lbs. 7 oz.

49 N 2329 .. Set $8.49

Beginner's Set

$4.49

*75 pieces include girders, plates, pulleys, wheels and rods. Instruction booklet

Shpg. wt. 1 lb. 12 oz.

49 N 2328 Set $4.49

# New Kid-Size Bearcat from Marx

Louis Marx & Company, 200 Fifth Avenue, New York City, has just brought out a new item which it describes as the "first battery-operated, kid-size antique car."

Called the Marx Bearcat (#4870), the item features unique one-pedal control that makes it go forward, stop and back up, a honking horn, ratchet type crank and an old-time bucket seat.

Measuring 42" long and 15⅝" wide, the Marx Bearcat sports a bright red, nonbreakable plastic body, gold coach striping and trim. Each item is packed in a 20-pound shipping carton.

# Hubley's 37"-Long Sharpshooter

A new 37"-long, cap-firing sharpshooter rifle is now being offered by Hubley Mfg Company, Pitney Road, Lancaster, Pa.

The rifle features a black flash guard, brightly-finished all-steel barrel, working parts of die-cast bright nickel, a plastic butt stock and hand grip, and bolt action. It fires standard roll caps, feeding one each time the bolt is worked.

Retailing at $4.98, the rifle is packaged in a three-color, camouflage-design, open-faced corrugated box.

# Steel Station Wagons by Buddy L

A new series of heavy-gauge steel, scale model Station Wagons featuring the exclusive Buddy L Spring Suspension wheels, has been introduced by Buddy L Corporation, 200 Fifth Avenue, New York City.

The six Station Wagons in the series are led by the Country Squire Wagon (#5305), a $5 retailer that is said to be a faithful heavy-gauge steel reproduction of one of the most popular station wagons in the country. Details include a roof luggage, rack, hinged endgate, distinctive wood grain body trim, plated grille and bumpers including a ball trailer hitch. A rich interior features seats, a ribbed luggage deck, dashboard and steering wheel. Like the others in the series, the item measures 15¾".

Others in the Buddy L Station Wagon fleet are the Suburban Wagon (#5304) at $4 retail, the Station Wagon (#5303), illustrated here, at $3 retail; the Fisherman Station Wagon towing a Deluxe Boat on a four-wheel Trailer (#5316), at

$5 retail, and the Teepee Camping Trailer and Wagon (#5359) at $7 retail. The Station Wagon and Teepee Trailer combination is also available in the Family Camping Set (#5060) retailing at $14.

These new Buddy L items are currently on display in the Henry Katz Sales Organization showroom, suite 540, at 200 Fifth Avenue, New York City.

### SALESMAN WALTER MILIUS RETIRES; 47 YEARS IN TOYS

One of the colorful figures of the toy trade will be missed from his familiar surroundings, as Walter Milius announced his retirement last month. The veteran doll and toy salesman has been with Fishbein Industries for the past nine years.

Mr. Milius' start in the industry where he was to spend his entire business life, and make so many friends from coast to

Walter Milius

coast, came in 1916 with Fleischaker & Baum. While still attending high school, he acted as a doll demonstrator after hours. Then he left the industry temporarily to spend over two years in the Army. Wounded in the Argonne, he had to undergo a lengthy series of treatments and consultations at Walter Reed Hospital in Washington before the doctors decided that he was fit to return to an active business career. He went back to Fleischaker & Baum, where he covered the Midwest with Walter Fleischaker for 18 years. Then he acted as a representative until World War II, during which he was connected with the Army Air Force in a civilian capacity. After the war he again became a representative until joining Harry Fishbein.

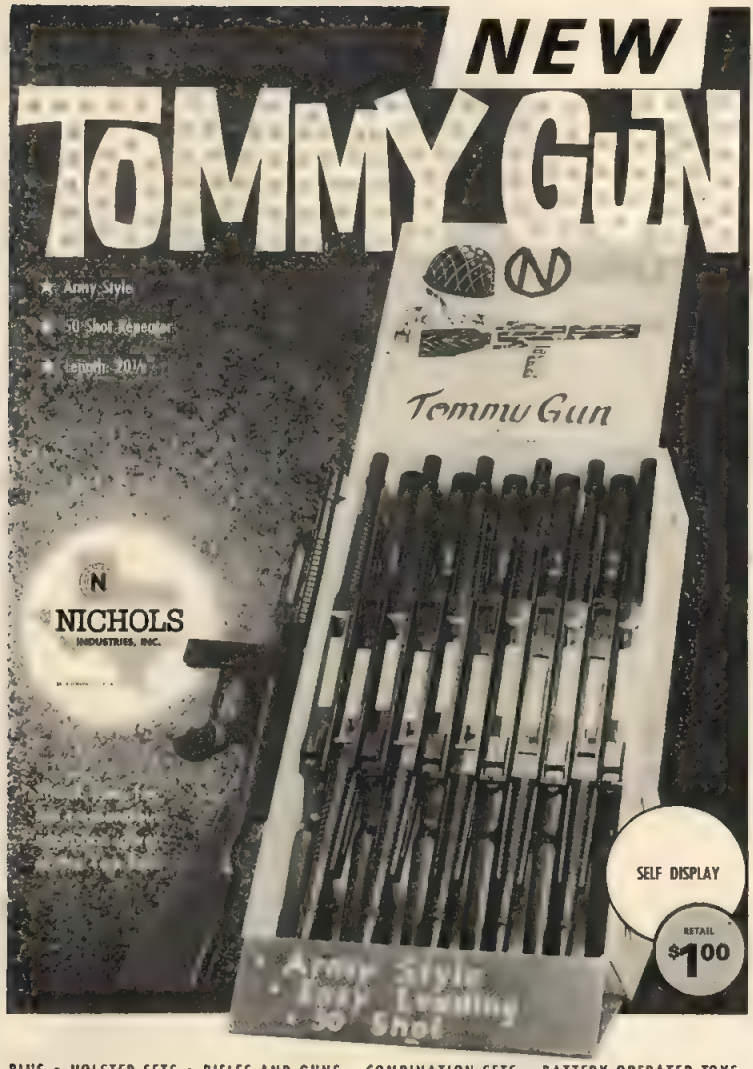
Now Mr. and Mrs. Milius plan to enjoy life in their home in Richmond Hill, Long Island, N. Y. He expects to get in a lot of fishing, and is also perfecting golf strokes with which to astound his friends. Mr. Milius has long been a hardworking member of the Toy Knights, who hope that even in retirement he will continue to grace their meetings with his presence.

### SHEPHERD ANNOUNCES SCHEDULE OF TWA ROUNDTABLE MEETINGS

W Jackson Shepherd, president of the Toy Wholesalers' Association of America, has announced the schedule for the seven TWA Roundtable Meetings for 1963.

They will be held (all from 9 A. M. to 5 P. M.) on July 16 at the Statler-Hilton Hotel, Boston; July 23, Waldorf-Astoria, New York City; July 30, Dinkler, Atlanta, August 6, Conrad Hilton, Chicago; August 13, Statler-Hilton, Dallas; September 10, Statler-Hilton, Los Angeles; and September 17, The Hilton Inn, Seattle.

Mr. Shepherd said that plans were being made for a manufacturers' panel during the morning session and a retailers' panel in the afternoon, with special representatives of each group participating.




PLUS • HOLSTER SETS • RIFLES AND GUNS • COMBINATION SETS • BATTERY OPERATED TOYS

FIVE
SURE-SHOOTIN'
SPECIALS!
#253 SINGLE
LEATHER HOLSTER — 98¢ Retail
Texas steer hide leather holster with 1" leather 28" belt. Includes #16 COW-PUNCHER gun with Stag Grips. Skin Packed on card.
Top Hand 250 SHOT
ROLL CAPS
#55 ARMY 45 AUTOMATIC
WITH CAPS — 69¢ Retail
Ever popular Army automatic, a 50-shot repeater. Vacuum Metalized finish. Grip slides for easy loading. Skin packed on display card with caps. Gun size. 4¾"
Also available #54 gun metal blu finish Stapled on card — 59¢ Retail.
BOXED OR CARDED
#220 MODEL 94 CARBINE — $1.98 Retail
Modeled after famous rifle. Rapid fire trigger or lever action, 250 shots, roll caps. Easy loading, flip-up side plates. Authentic western style rear and front sights. Gun size- 26½"
#240 DOUBLE HOLSTER SET — 98¢ Retail
Durable brown plastic simulated leather double holster with 24" belt. Conchos on holsters. All metal #12 Rancho single shot guns. Silvo Krome finish. Skin packed on attractive card
Top Hand 250 SHOT
ROLL CAPS
#20 DETECTIVE
WITH CAPS — 79¢ Retail
Popular sized, 250-shot, detective snub nosed pistol. Repeating action. Durable diecast with steel blu finish, brown checkered plastic grips. Gun size. 6¼". Skin packed with caps
NICHOLS

Noble M70 .410 G. Pump Gun . . . lightning fast and lightweight for loads of small bore fun
1
Noble M65 12 ga. or 16 ga. Pump Gun . . . the "Sunday Punch" to help you get your limit every time
2
Ventilated rib helps you aim the shotgun faster—gives you the advantage of a narrow sighting plane
Beretta Silver Snipe Over and Under Shotgun . . . the greatest advance in over and under design
3
Marlin M59 Single Shot .410 Shotgun . . . your youngster will also remember it as the sweetest he ever shouldered
4
Marlin M55 Hunter with Micro Choke . . . the versatile shotgun that's 14-in-1
5

# Shotguns by Noble, Beretta, Marlin

**1 Noble M70 .410 Gauge Pump Shotgun.** Here's the rapid handling scattergun for stopping all small game at short range or scoring at skeet shoots. Perfectly balanced, lightweight . . . it's ideal for the gals and youngsters because it doesn't have the "kick" of big bore guns. Special alloy steel barrel is chambered for 2½ or 3" shells. Available with full choke, 26" barrel. Positive, thumb-operated top safety. Tubular magazine and chamber hold 6-shots (3-shot plug furnished). Finest quality American walnut pistol grip stock and slide handle. Overall length 46", weight 5½ lbs. *Mailable.*
**29-6004 A5100** Noble M70. Shpg. wt. 6 lbs. ..... **$68.00**

**2 Noble M65 Slide Action Repeating Shotgun** . . . a lightning fast pump gun in the field, blind or at the traps! Barrel is proof tested steel. Tubular magazine holds five shots, plus one in chamber. Action must be closed before you can pull trigger . . . you've got to pull and release the trigger on every shot (assures greater safety). Push button safety on the trigger guard. Improved extraction and automatic side ejection Newly designed receiver is permanently aligned with barrel. Walnut pistol grip and extension slide handle. 48" overall.
**29-6392 A5200** 12 ga. Full choke. Shpg. wt. 8 lbs. *Mailable.* ..... **$69.45**
**29-6400 A5200** 16 ga. Modified choke. Shpg. wt. 8 lbs. *Mailable.*.... **69.45**

**3 Beretta Silver Snipe Over and Under Shotgun.** You'll be delighted with the remarkable balance and swingability . . . the "feel" of this single trigger, featherweight over and under. Truly a classic field gun. 12 gauge only. 30" molybdenum steel barrels are bored full and modified choke; lower barrel fires first. Beautifully hand checkered Italian walnut stock and forearm; forearm decorated with inlaid silver snipe. Satin chromium plated receiver. Automatic safety. Wide opening breech for quick reloading. Easy takedown with snap-off forearm. Only 6½ lbs. without top rib barrel. *Mailable.*
**29-5006 A15975** Ventilated rib (7 lbs.) **$209.75**
**29-5014 A13350** Without rib. Wt. 7 lbs. **174.75**

**4 Marlin M59 Single Shot .410 Ga. Shotgun.** A handy and economical all around bolt action 410 gauge shotgun for rabbit and squirrel hunting, and for farm pests. Also an excellent beginner's gun because of its fool-proof, automatic safety feature provided by modern action design—safety is operated by rotation of breech bolt when loading and cannot be put off to fire position until breech bolt is closed and completely locked Shotgun is chambered for 2½" and 3" .410 shot shells. Has 24" blued steel barrel, bored full choke. Finest quality 1-piece walnut stock is handsomely streamlined 41" long overall; weighs about 5 lbs. *Mailable.*
**29-6053 A2320** M59. Shpg. wt. 5¾ lbs. **$28.95**

**5 Marlin M55 Hunter 12 Ga. Bolt Action** with Micro Choke . . . versatile shotgun for upland game and wild fowl. Dependable bolt action and simple clip magazine let you get the 3 shots off in a hurry. Micro Choke offers 16 different settings from full choke to improved cylinder with just 2 turns of the choke sleeve. A twist of the wrist changes from a pattern for rabbits to a pattern for dropping ducks. Deluxe recoil pad. Wt. 7¼ lbs. *Mailable*
**29-6277 A3600** 12 ga. Micro Choke.... **$44.95**
**Same as above, without Micro Choke**
**29-6285 A3200** 12ga. Full. Shpg. wt. 8lbs. **39.95**
**29-6293 A3200** 16ga. Full. Shpg. wt. 8lbs. **39.95**
**29-6301 A3200** 20ga. Full. Shpg. wt. 8lbs. **39.95**

## New Combo converts from pistol to rifle!

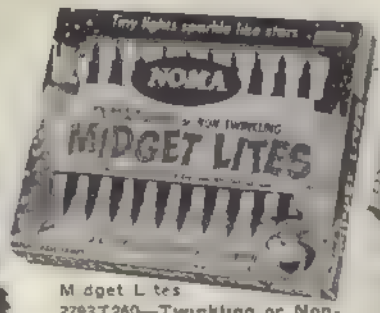
Already the talk of gun circles . . . easy-carrying Combo is something you wonder why nobody thought up before. The pistol? The fast-draw, fast-fire F1 Model L Unique .22 automatic. It's 6" long, has thumb safety. But with the 3" barrel removed, its action fits right into the walnut rifle stock. Presto! It couples with the 18" rifle barrel to give you a .22 rifle complete with sights and operating rod, all in 10 seconds. Great for plinking, pests and small game. 34" long overall. Fires long rifles. Wt. 4½ lbs.
**29-4579 W4895** Combo Pistol-Rifle. Shpg. wt. 4½ lbs. *Express*.... **$64.95**

# Glowing Christmas Decorations

**Noma Illuminated Tree**

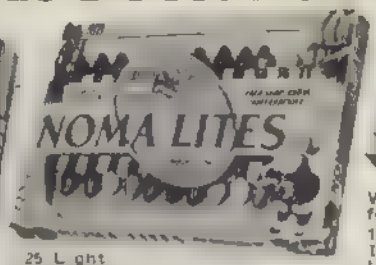
**5501T967—11-Lite Green Visca Tree.** 11 assorted colored lamps on tree. One extra lamp included. Sturdy construction, plastic base. UL approved. Stands 28" high. Ship. wt. 3 lbs.

**Mfr's. Sugg. Retail $14.50**




**Midget Lites**

**2793T260—Twinkling or Non-Twinkling.** For twinkle effect, replace any lamp with extra enclosed bulb. Tiny lights sparkle like stars. Includes 24 assorted color midget lamps. If a lamp fails the others still burn. UL. Ship. wt. 1 lb. **Sugg. Retail $3.90**



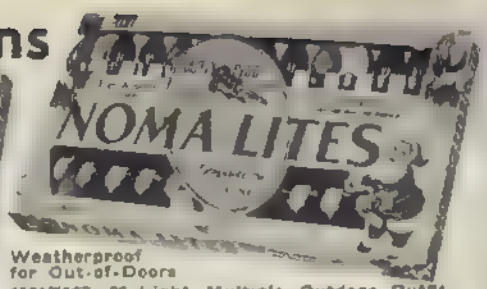

**25 Light Multiple Type Indoor Outfit**

**1529T480—Independently burning** [illegible] **Straight Line Safety Socket** with permanently attached clip. Add-on connector. Safety fuse plug. Extra fuse. Ship. wt. 2¼ lbs. UL Listed.

**Sugg. Retail $7.20**

**1530T287—15 Light Multiple Type Indoor Outfit.** Same as above with 15 lights. Ship. wt. 1¾ lbs.

**Sugg. Retail $4.30**




**Weatherproof for Out-of-Doors**

**1531T867—25-Light Multiple Outdoor Outfit** Independently burning intermediate base lamps. Safety sockets with permanently attached clips. Rubber washers seal out moisture. Lead cord safety fuse plug and add-on connectors. UL Listed. Ship. wt. 3½ lbs.

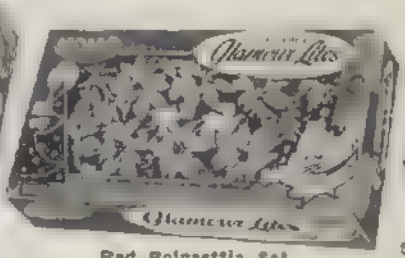
**Sugg. Retail $10.00**

**1532T407—15-Light Multiple Outdoor Outfit.** Same as above with 15 lights. Ship. wt. 2 lbs.

**Sugg. Retail $6.10**

**Snow-Flake Set**

**5503T300—20-Lite Snow-Flake Reflector set.** UL listed. One extra lamp included. For that distinctive Christmas touch. If one light burns out the others still burn. Ship. wt. 4 lbs. **Sugg. Retail $4.50**




**Red Poinsettia Set**

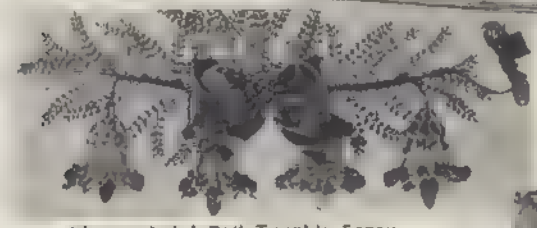
**5504T193—10-Lite Red Poinsettia Set** UL approved for safety. Green wire and sockets. Each lamp burns independently. Glows with vibrant, natural beauty. Ship. wt. 1 lb.

**Mfr's. Sugg. Retail $2.90**

**50-Light Multiple Type Outdoor Set**

**5853T827—In** [illegible] **independently burning** intermediate lamps. Straight line sockets with permanently attached clips. Lead cord with molded vinyl plug. Ship. wt. 3¾ lbs. **Sugg. Retail $12.40**

**5854T620—50-Light Multiple Type Indoor Set** Same as above with candelabra base lamps. Ship. wt. 3½ lbs. **Sugg. Retail $9.30**

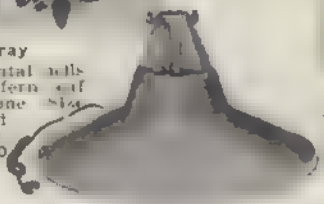


**Illuminated 4 Bell Twinkle Spray**

**5855T280—4** [illegible] **decorated** [illegible] **metal bells** with winsh tapers. Green wash fern and [illegible] with red bow and tone-tone star. 22½" wide x 10" high. Lead cord with molded vinyl cold-crimp plug. Ship. wt. 1¾ lbs. **Sugg. Retail $4.20**

**Illuminated 15 Ft. Holly Garland**

**2795T500—Green Plastic Holly Garland with 10 Red Poinsettia Lites.** Red berry clusters. Ideal for decorating doorways and mantels. Adds gaiety and color. 15' long, 3 lead cord with add-on connector. 10 Lead jewels [illegible] Ship. wt. 2 lbs. **Mfr's. Sugg. Retail $7.50**



Outdoor Unit

**5505T837—(Christmas Tree Turner)** All metal construction in gold. 15" base dia., height 7". For trees up to 20 lbs. on 5 foot stand. Needs [illegible] to operate at 1 RPM in [illegible] outlet for color wheel. Ship. wt. 6 lbs.

**Mfr's. Sugg. Retail $13.95**

Indoor Units

**5885T833—Outdoor Revolving Colored Lens** Complete UL approved with [illegible] Plastic lenses. Red, Blue, Green and Amber. Revolves 4 times per min. All wires and motor connected, enclosed. Complete with cord to all height 1 Ship. wt. 4 lbs. **Sugg. Retail $14.95**

**Prisma-Lite**

**5859T1000—Polished** Brass steel has [illegible] plastic lens in 4 [illegible] reflectors. Lead cord. Amber unit. Colored with special 100 watt. The Lite [illegible] compact projection [illegible] Polished brass [illegible] Swivel mount [illegible] UL approved. 11" high, 7" long, 7" wide. [illegible] 20 volt AC [illegible] motor. Ship. wt. 6 lbs. **Sugg. Retail $14.95**

**Spectra Light**

**5567T567—Projects Four Colors at the Same Time.** Each lens has 4 colors for each. Low [illegible] Aluminum Housing. UL approved. [illegible] 12 V. AC with 12 color wheel. [illegible] lb. 10 feet. Less lamp. Reflector spotlight or bubble bulb up to [illegible] Ship. wt. [illegible] lbs. **Sugg. Retail $8.50**

**Mirro Classic Poinsettia Tip**

**5856T864—6½'** Mirro Aluminum Tree with [illegible] Twist and Curl [illegible] branches and poinsettias sparkle from the end of every branch. Adjustable branches and all metal tree trunk. 6½' tall [illegible] branches. Easy to assemble. Finger [illegible] with [illegible] Ship. wt. 3½ lbs. Metallic **Sugg. Retail $11.00**

**5857T433—4½'** Mirro Aluminum Tree with 34 branches. Ship. wt. 3 lbs. Metallic **Sugg. Ret. $7.25**

**Mirro Majestic Poinsettia Tip**

**5858T1127—7** Mirro Aluminum Tree with [illegible] and [illegible] poinsettias sparkling from the tip of every branch. Adjustable Roll Back, Twist and Curl branches. All metal tree trunk. 7' tall. 101 branches in 6 graduated lengths for a perfect tapered symmetrical tree. Easy to assemble. Drop-on Sturdy [illegible] aluminum stand and [illegible] Ship. wt. [illegible] lbs. Metallic **Sugg. Ret. $18.95**

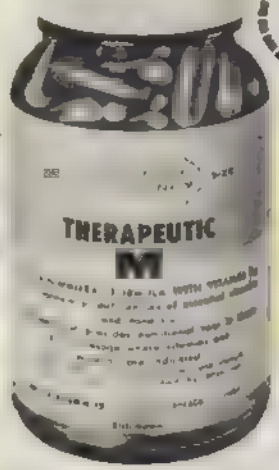
"Certified Hi-Potency" identifies a family of nationally distributed quality vitamins, prepared and produced by one of the world's largest vitamin makers, whose reputation extends back more than 73 years. The full vitamin content of each product on these pages is listed plainly in accordance with the recommendations of the U. S. Food and Drug Administration

CERTIFIED HI-POTENCY

. . . YOUR ASSURANCE OF FINEST QUALITY

# VITAMINS

## OUR FINEST FORMULA




CERTIFIED HI-POTENCY

## THERAPEUTIC M

### Our Finest Vitamin Supplement

THERAPEUTIC M is the finest vitamin-mineral formula available. It is comparable to or surpasses any formula on the market

THERAPEUTIC M is the type vitamin most often recommended by doctors for a general vitamin deficiency. It provides therapeutic dosage where vitamins and minerals are indicated

THERAPEUTIC M supplies two to fifteen times the minimum daily adult requirement of all essential vitamins, with added minerals

**Each Tablet Contains:**

| | | |
|---|---|---|
| Vitamin A 25 000 Units | Niacinamide 100 mg. | Iron 15 mg |
| Vitamin D 1 000 Units | Calcium Pantothenate 0.5 mg. | Potassium 5 mg |
| Vitamin $B_1$ 15 mg | Vitamin E 5 I. U. | Copper 1 mg |
| Vitamin $B_2$ 10 mg | Vitamin K 1 mg | Manganese 1 mg |
| Vitamin $B_{12}$ 5 mcg | Calcium 100 mg | Magnesium 6 mg |
| Vitamin C 200 mg | Iodine 0.15 mg | Zinc 1.5 mg |

2900X1563—500 Size Retail $33.25
2901X895 —250 Size Retail $17.89
2902X398 —100 Size Retail $ 7.95

## GERIATRIC FORMULA

### GERIATRIC FORMULA SUPPLIES A WELL-BALANCED VITAMIN PRODUCT OF HIGH QUALITY WITH ADDED MINERALS

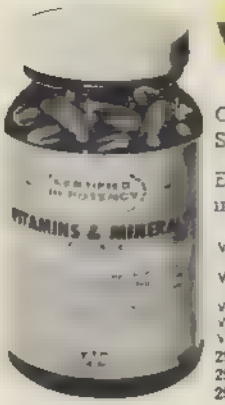
GERIATRIC FORMULA provides extra vitamins to help guard against vitamin shortage. It is a powerful formula especially designed for the average adult

Vitamin shortage may cause lowered resistance to colds. Geriatric Formula is an aid in bringing to you an extra supply of vitamins to guard against this shortage. Take one a day regularly for best results

**Each Capsule Contains:**

| | | | | | |
|---|---|---|---|---|---|
| Vitamin $B_2$ | 0.5 mg | Biotin | 25 mcg | Vitamin $B_6$ | 5 mcg |
| Vitamin C | 100 mg | Betaine Anhydrous | 0 mg | Vitamin A | 12 500 Units |
| Vitamin D | 1,250 Units | Iron | 5 mg | Vitamin $B_1$ | 15 mg |
| Vitamin E | 2 I.U. | Calcium | 75 mg | Vitamin B | 6 mg |
| Niacinamide | 50 mg | Iodine | 0.11 mg | | |
| Calcium Pantothenate | 5 mg. | Zinc | 0.6 mg | | |
| Inositol | 10 mg | Magnesium | 3 mg | | |
| Choline Bitartrate | 10 mg | Potassium | 5 mg | | |
| Methionine | 10 mg. | Copper | 0.5 mg | | |
| Rutin | 10 mg. | Manganese | 1 mg | | |

2915X1458—500 Size Retail $29.15
2916X785 —250 Size Retail $15.69
2917X348 —100 Size Retail $ 6.95




## VITAMINS and MINERALS

One Tablet a Day Assures You of An Adequate Supply of Vitamins with Added Minerals

Each tablet contains from two to ten times the minimum daily requirement of all essential vitamins

**Each Table Contains:**

| | | | | | |
|---|---|---|---|---|---|
| Vitamin A | 15,000 Units | Vitamin $B_{12}$ | 3 mcg | Phosphorus | 78 mg |
| Vitamin D | 1500 Units | Vitamin C | 60 mg | Iron | 13.4 mg |
| Vitamin B | 8 mg. | Niacinamide | 20 mg. | Iodine | 0.1 mg |
| Vitamin $B_2$ | 5 mg. | Calcium Pantothenate | 5 mg | Manganese | 5 mg |
| Vitamin $B_6$ | mg. | Vitamin E | 2 U | Copper | mg |
| | | Calcium | 100 mg | Zinc | 4 mg |
| | | | | Magnesium | 7.5 mg |
| | | | | Potassium | 3 mg |

2903X1249 500 Size Retail $24.95
2904X673 —250 Size Retail $13.45
2905X298 —100 Size Retail $ 5.95

CERTIFIED HI-POTENCY

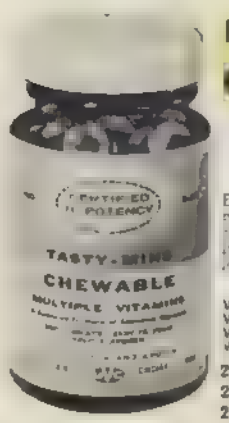
## DAILY RATION M

An ideal vitamin and mineral supplement for the entire family, small in size, easy to swallow. Contains the full daily requirement of all essential vitamins, plus an added supply of minerals. An economical formula

**Each tablet contains:**

| | | | |
|---|---|---|---|
| Vitamin C | 60 mg | Calcium Pantothenate | 2.5 mg |
| Vitamin B | 3 mg | Iodine | 0.15 mg |
| Vitamin $B_2$ | 2 mcg | Manganese | 1 mg |
| Vitamin $B_6$ | 0.5 mg | Potassium | 5 mg |
| Vitamin B | 3 mg | Iron | 15 mg |
| Niacinamide | 20 mg | Copper | 1 mg |
| Vitamin A | 5 000 Units | Zinc | 0.5 mg |
| Vitamin D | 1 000 Units | Magnesium | mg |
| | | Calcium | 75 mg |

2936X725—500 Size Retail $14.49
2938X398—250 Size Retail $ 7.95
2913X195—100 Size Retail $ 3.69




## NEW! The tasty way to Vitamins

## CHEWABLE MULTIPLE VITAMINS

- IDEAL FOR CHILDREN
- SOFT, EASY TO CHEW TABLETS
- DELIGHTFUL FRUIT-PUNCH FLAVOR

Especially developed to assure a full quota of essential vitamins for those who prefer a chewable tablet. Children take one daily. Can be either chewed or swallowed for effective results in the mouth or swallowed whole. Delightful fruit-punch flavor ideal for children

**Each Tablet Contains:**

| | | | | | |
|---|---|---|---|---|---|
| Vitamin A | 5,000 Units | Vitamin $B_1$ | 1 mg. | Niacinamide | 15 mg |
| Vitamin D | 1,000 Units | Vitamin $B_{12}$ | 2 mcg. | Calcium Pantothenate | 5 mg |
| Vitamin $B_2$ | 2 mg. | Vitamin C | 50 mg. | | |
| Vitamin B | 2 mg. | | | | |

2933X725—500 Size Retail $14.49
2932X398—250 Size Retail $ 7.95
2931X195—100 Size Retail $ 3.69

CERTIFIED HI-POTENCY

## DAILY RATION

A good, economical maintenance formula for the entire family, small in size, easy to swallow, ideal for children. Contains full daily requirement of all essential vitamins

**Each Capsule Contains:**

| | | | |
|---|---|---|---|
| Vitamin A | 5,000 Units | Vitamin $B_{12}$ | 0.25 mg. |
| Vitamin D | 1 000 Units | Calcium Pantothenate | 5 mg |
| Vitamin C | 50 mg. | Niacinamide | 20 mg |
| Vitamin $B_2$ | 3 mg. | Vitamin $B_6$ | 2 mcg. |
| Vitamin $B_1$ | 3 mg. | | |

2935X598—500 Size Retail $11.95
2910X325—250 Size Retail $ 6.49
2911X149—100 Size Retail $ 2.98

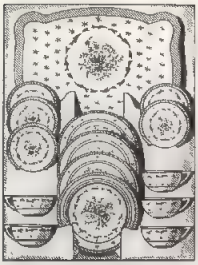
## PARISIAN LEAVES TEA SET

**OHIO ART**

Deluxe contemporary tea set, service for 4. 16 pieces of lithoed metal. 4 each of cups, saucers, plates, serving tray, creamer and sugar bowl. In window box.

Pkd. 6, wt. 14½ lbs.

| No. | Retail |
|---|---|
| 420 | $2.00 |



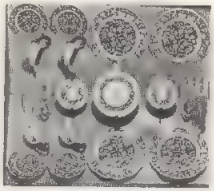
## METAL TEA SET

**OHIO ART**

15 piece set. Metal lithoed in 4 colors. 4 each: dinner plates, cups, saucers, 1 8x10 tray, 1 creamer, 1 creamer tray.

Pkd. 12, wt. 19 lbs.

| No. | Retail |
|---|---|
| 410 | $1.00 |



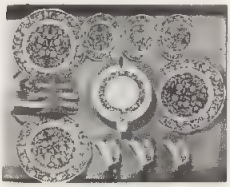
## STARLITE FLORAL TEA SET

**IRWIN**

30 piece set of service for 4. Plated cutlery, sugar bowl, creamer, teapot with covers. Comes in exquisite blue floral pattern with white trim.

Pkd. 6, Wt. 12 lbs

| No. | | Retail |
|---|---|---|
| 9306 | ★ | $3.00 |



## STARLITE FLORAL TEA SET

**IRWIN**

A 20 piece set of service for 3. Has silver plated cutlery, sugar bowl with cover and each of the cups, saucers and cake plates are beautifully decorated in a blue floral design with white trim.

Pkd. 12, wt. 19 lbs.

| No. | | Retail |
|---|---|---|
| 9206 | ✪ | $2.00 |

## STARLITE FLORAL TEA SET

**IRWIN**

20 Piece – Service for 4 with Silver Plated Cutlery. Exquisite Blue Floral Pattern w/ White Trim.

Pkd. 24, wt. 17 lbs.

| No. | | Retail |
|---|---|---|
| 9106 | ★ | $1.00 |

## HARMONY IN BLUE TEA SET

**IRWIN**

29 Piece – Service for 4. Includes: creamer, sugar bowl w/ cover and tea pot w/ cover – silver-plated cutlery. Plates in white w/ red grapes pattern. Cups and other accessories in blue.

Pkd. 12, wt. 19 lbs.

| No. | | Retail |
|---|---|---|
| 9204 | ★ | $2.00 |

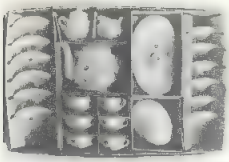
## HARMONY IN BLUE TEA SET

**IRWIN**

21 Piece – Service for 4 includes cutlery, tea pot and 4 each cups and saucers. Plates in white w/ red grape pattern – other accessories in soft blue.

Pkd. 24, wt. 17½ lbs.

| No. | | Retail |
|---|---|---|
| 9104 | ★ | $1.00 |



## CHINA DINNER SET
**JAYMAR**

26 piece set with rubber stamped floral design. Consists of 6 cups, 6 plates, 6 saucers, teapot with cover, sugar bowl with cover, creamer, platter, and casserole with cover.

Pkd. 12, wt. 38 lbs.

| No. | Retail |
|---|---|
| J-7013 | $3.00 |

## CHINA DINNER SET
**JAYMAR**

20 piece set of floral pattern on glazed white china with silver trim. Setting for 4. Contains 4 each of plates, cups and saucers plus platter, casserole with cover, teapot, sugar bowl and creamer.

Pkd. 24, wt. 63 lbs.

| No. | Retail |
|---|---|
| J-7007 | $2.00 |

## TEA SET
**JAYMAR**

13 piece set, floral pattern on glazed white china with silver trim. Consists of: 4 tea cups, 4 saucers, teapot with cover, sugar bowl with cover and creamer.

Pkd. 48, wt. 49 lbs.

| No. | Retail |
|---|---|
| J-7005 | $1.00 |

## BLUE IRONSTONE TEA SET
**WORCESTER**

31 piece set, service for four. Patterned after English china. White embossed border on rich blue color. Made of polystyrene.

Pkd 12, wt. 22 lbs.

| No. | | Retail |
|---|---|---|
| 334 | ★ | $3.00 |

## BLUE IRONSTONE TEA SET
**WORCESTER**

26 piece set, service for 4. Patterned after English china in break-resistant polystyrene. Rich blue, white embossing. White utensils.

Pkd. 12, wt. 20 lbs.

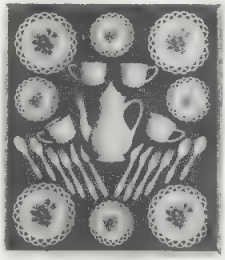
| No. | | Retail |
|---|---|---|
| 324 | ★ | $2.00 |

## PATIO SET
**WORCESTER**

23 piece set, service for two. Consists of 4 different size servers, percolator on warming stand. Plates, cups, saucers and table ware. In window box.

Pkd. 12, wt. 24 lbs.

| No. | | Retail |
|---|---|---|
| 1223 | ★ | $3.00 |



## MILK GLASS TEA SET
**WORCESTER**

26 piece set, service for four. Hobnail milk glass with red and green rose design. Made of polystyrene.

Pkd. 12, wt. 20 lbs.

| No. | | Retail |
|---|---|---|
| 124 | ★ | $2.00 |

## MILK GLASS TEA SET
**WORCESTER**

17 piece set, service for three. Rose design on break-resistant polystyrene Hobnail Milk Glass.

Pkd. 24, wt. 20 lbs.

| No. | | Retail |
|---|---|---|
| 113 | ★ | $1.00 |

# Our Finest Metal Skis ignore "ski out"

"They're still ready for the toughest mogul long after fine wood skis are 'skied out'. The camber's still there, though they've never been blocked. And they're still true. They've never thought of warping."

**Othmar Schneider,** Olympic Ski Champion

Without bindings

**$116.00** cash

**NO MONEY DOWN**

**1 Combi "600."** Full-length medium flex for the experienced recreational skier. One-piece steel edges, offset for added control. Polyethylene base needs little or no waxing. Blue plastic top. From Austria.

*Lengths:* A (6 ft.), B (6 ft. 3 in.), C (6 ft. 5 in.), D (6 ft. 7 in.), E (6 ft. 9 in.); F (6 ft. 11 in.). *State* A, B, C, D, E, F

6 N 11068LF With Tyrolia's best full-release bindings.$130.00
6 N 11067LF -Without bindings . . . . . 116.00

**2 Riesenslalom "600."** Like skis at right, but with stiffer flex for the expert skier. The bindings are Tyrolia's best. They're full release. From Austria.

*Lengths:* A (6 ft. 7 in.), B (6 ft. 9 in.), C (6 ft. 11 in.). *State* A, B or C.

6 N 11070LF—With bindings . . $130.00
6 N 11069LF—Without bindings 116.00

**3 Our Finest Ski Poles.** Strong, featherlight aluminum. Aluminum-rubber ring. Non-slip grips. Black anodized finish. Pkg of 2. *State length:* 51, 53, 55, 57, 59 in. Wt. 2 lbs.

6 N 1174CF. Pkg. $12.97

**METAL SKIS GUARANTEED ONE YEAR**—If ski should break, return both skis. We'll replace the broken ski free of charge

| Shipping weights for skis in these lengths | Without bindings | With bindings | Shipping weights for skis in these lengths | Without bindings | With bindings | Shipping weights for skis in these lengths | Without bindings | With bindings |
|---|---|---|---|---|---|---|---|---|
| 5 ft. 11 in. to 6 ft. 2 in. | 10 lbs. | 14 lbs. | 6 ft. 3 in. to 6 ft. 8 in. | 12 lbs. | 15 lbs. | 6 ft. 9 in. to 7 ft. | 14 lbs. | 17 lbs. |

## *Youth Skis*

### Hardwood Ski Set $8.97 4-foot length

**4** Front throw lever and release toe irons. Skis is drilled for easy installation. Heavy plastic base. Top is blue plastic with white trim. Bamboo poles. From Japan

4-ft. size. Fits sizes 12 to 2 boot
6 N 11015C—Wt. 7 lbs. $8.97

4-ft. 5-in. size. Fits sizes 1 to 3 boot
6 N 11016C—Wt. 7 lbs.. $10.97

### Multi-laminated Hardwood Ski Set

**$22.50**

**5** Mounted lateral-release bindings include pivoting toe piece and adjustable front throw-lever

Steel-edged plastic base. Blue plastic top, white trim. Aluminum poles. From Austria.

Lengths A (5 ft.); B (5 ft. 3 in.), C (5 ft. 7 in.). *State* A, B or C

6 N 1115LF Wt. 10 lbs. $22.50

### Multi-laminated Skis of select hardwood

**$42.95**

**6 Our finest youth ski.** Polyethylene base that needs little or no waxing. Interlocking ground steel edges. Blue plastic top with inset plastic top edges. Full release bindings. From Austria.

Lengths A (5 ft. 5 in.); B (5 ft. 7 in.), C (5 ft. 9 in.). *State* A, B, C

6 N 1116LF—Wt. 8 lbs. . . .$42.95

### Aluminum Ski Poles

**7** Hardened-steel tip. Leather straps, plastic grips. Pkg. of 2

*State length.* 36, 39 or 42 inches.

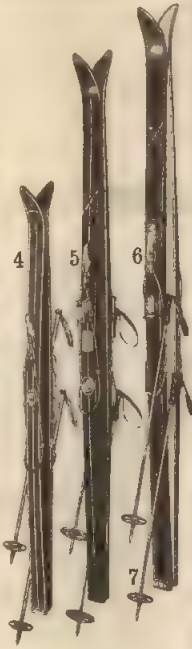
6 N 1176CF—Wt. 2 lbs. Pkg. $2.97

### Ski and Sport Lock!

Strong 3 foot steel cable through ski bindings and pole straps, then around or through a stationary object. Cable locks at any length.

Locks bicycles, boats . almost any kind of sports equipment. All stainless steel. Keys included.

6 N 11010 Shpg. wt. 7 oz. $3.84



### Our finest Multi-laminated Skis

**$49.95** without bindings

**8** Hickory top, bottom laminations. Polyethylene base needs little or no waxing. Interlocking, steel edges. Blue plastic top. Inset plastic top edges. From Austria.

*State length* of ft. 6½ ft., 6¾ ft., 7 ft. (7-ft. skis sent freight (rail or truck) or express). Shipping weights above

**With Tyrolia full-release bindings.**

6 N 1162LF $63.95

**Without bindings.**

6 N 1161LF $49.95

### Multi-laminated Ash Skis

**$28.87**

**9** Heavy plastic base. Steel edges. Red plastic top with white trim. Full release bindings, too. From Austria.

*Lengths.* A (5 ft. 11 in.), B (6 ft. 3 in.) C (6 ft. 7 in.) *State* A, B, C. Shpg. wt. above.

6 N 11152LF. $28.87

### Aluminum Poles

**10** Leather straps adjust. Plastic grips, rings. Set of 2

*State length* 45, 48 51 or 53 inches.

Shpg. wt 11 oz

6 N 1170CF Set $4.84

**TO ORDER SKIS:** Stand erect, arms over head. Measure from floor to base of hand. Order nearest length ski

**TO ORDER POLES:** Stand erect, arms at sides. Measure from floor to armpit. Order nearest length pole

we just bought a gorilla!

I'M A HILLBILLY MOUSE AND AH'M GONNA FUSS AND FEUD ON TV EVERY WEEK OF THE YEAR!

MUSH MOUSE

PUNKIN' PUSS

# MEET THE REST OF THE

## appearing with Magilla

AH'M THE FASTEST RABBIT IN THE WEST. WATCH MY GUN SMOKE BEST STATION BEST TIME IN YOUR MARKET

RICOCHET RABBIT

DROOP-A-LONG COYOTE

# NEW IDEAL SALES FORCE!

## Gorilla all year long.

# The greatest kid show on TV is brought to you by Ideal

produced by Hanna-Barbera

Here's a 52 week ad program designed for year round selling!... year round sales in all categories of toy merchandise.

It's your show in your city... planned by Ideal to reach the maximum audience. Your customers will see it on your top station at the prime time (late afternoon, early evening).

...ling program you can bet on for five years...52 weeks a year

Here's a 52 week cartoon series that's sure! The creators of the Flintstones, Yogi Bear, Huckleberry Hound now bring you the greatest sales force ever!

Magilla Gorilla, Mush Mouse, Punkin' Puss, Ricochet Rabbit, Droop A-Long Coyote...and comes fall, a whole new cast will join this sales force for a second half hour show.

IDEAL

Ideal Toy Corporation, 200 Fifth Ave., New York, N. Y.

**Watch For Ideal's Second Important Announcement at Toy Fair!**

...and he's worth every cent Ideal is spending!

# $30,000,000

He's the star of Ideal's
new program...52 weeks a year
for 5 years...bringing you
year round sales for years to come!

# MEET MAGILLA GORILLA!

**Scheduled for 52 weeks ...for five years!**

**150 top markets covering 96% of all homes!**

**Newest children's show on TV (adults will love it)**

**Best** [illegible] **kids**

**AND THAT'S NOT ALL...**

Another Hanna-Barbera star like the Flintstones, Yogi Bear, Huckleberry Hound!

# Only Half The Fun Is in the Evening;

**30' Sport Fisherman models from $7,625**
**36' Twin Engine models from $17,695**

*"Since 1720, a family heritage of careful boat building"*

**The Other Half Is Underway**

Unless you have a boat that lets you enjoy both—in nearly any kind of weather—in any kind of sea, you are missing things. With a Pacemaker you can enjoy both. You'll have the luxurious, spacious cabins you want for impressive entertaining or family loafing. You'll also have the seasoned design and careful construction that provides Pacemaker owners with exceptional performance, and the best investment obtainable in a stock boat.

**32' Twin Engine models from $13,600**
**43' Twin Engine models from $28,700**

# PACEMAKER

*ALL-WEATHER WOOD CRUISERS*

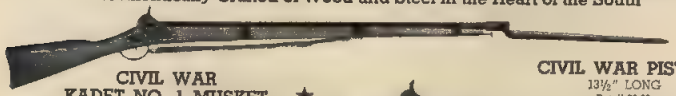
**C. P. LEEK & SONS, INC.**

**LOWER BANK, EGG HARBOR, N.J.**

**California:** Bauman Brothers & Dick Miller Assoc., Sausalito • Lakewood Marina, Newport Beach • Sun Harbor Marina, Inc., San Diego. **Connecticut:** Mystic Marine Railway, Mystic. **Florida:** Beach Marine Sales, Jacksonville Beach • Miller Yacht Sales Inc., Fort Lauderdale **Georgia.** Brady Boat Works, Savannah. **Illinois:** Larsen Marine Service, Inc., Waukegan. **Maine:** Maine Coast Boat Sales, Boothbay Harbor. **Maryland:** Georgetown Yacht Basin Georgetown. **Massachusetts:** Falmouth Yacht Sales Company, Falmouth **Michigan** Surfside Boat Sales, Holland • Emerald City Harbor, Inc., St. Clair Shores. **Missouri:** Jerry Frey Marine Sales, Inc., St Louis. **New Jersey:** Comstocks Boat Works, Inc., Metedeconk • Hotaling's Boat Yard, Inc., Toms River • Riverside Marina, Riverside • Tidewater Marine Co., Somers Point. **New York:** Marine Center, Inc., Lindenhurst, L. I. • Powell Boat Yard, Inc., Nyack, N. Y. • Smith Boys, Inc., Tonawanda. **Ohio:** Catawba Marine Sales, Port Clinton. **Texas:** Gulf States Yachts, Inc., Seabrook. **Virginia:** Virginia Yacht Sales, Inc., Richmond. • **Puerto Rico:** Jose L. Campos Yacht Sales, San Juan.

# CIVIL WAR "FIRE-ARMS"—HOTTEST ITEMS IN 100 YEARS!

Authentically Crafted of Wood and Steel in the Heart of the South



CIVIL WAR
KADET NO. 1 MUSKET
37" LONG (49" with bayonet)
SHOOTS CORK "MINIE BALLS"
Includes: Rubber Bayonet, Adjustable Web Sling, Civil War Kadet Handbook, 10 Cork "Minie Balls"—RETAIL $3.98
In lithographed display carton

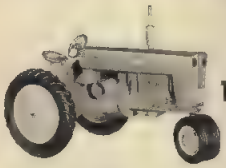


CIVIL WAR PISTOL
13½" LONG
Retail $2.98
(also available with genuine leather holster, retail $3.98)
FIRES CAPS!
SHOOTS CORK 'MINIE BALLS"!
Muzzle-Loader . . . set with ramrod. Authentic action—just like the real thing!

## PARRIS MANUFACTURING COMPANY · SAVANNAH, TENN.

## NEW ATTACHMENTS

Coming Up for the T-401 TRU-SCALE TRACTOR $1.98



CARTER TRU-SCALE MACHINE CO. ROCKFORD ILLINOIS

BLOCK CITY – PRE-SCHOOL
Interlocking Building Blocks

IRISH MAIL

BAT 'EM CATCH 'EM
Electric Ball Thrower

PITCH-N-FIELD

## PLASTIC BLOCK CITY

1017 W. WASHINGTON ST. CHICAGO, ILL.

Selling BIGGER and better than ever!

ORIGINAL OUIJA

WILLIAM FULD
P.O. Box 1193, Baltimore 3, Md.

MAXWELL MODEL

West of the Mississippi
HOBBY BUYING HEADQUARTERS

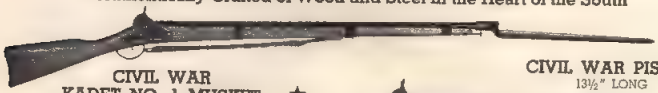
Headquarters of pre-evaluated hobby lines for western dealers for more than nineteen years. Each item has to pass eleven rigid Product Rating tests. If you are not using the big Maxwell Catalog, most carefully considered hobby catalog in the nation, call or write. Inquiries welcomed from out-of-town dealers. Hobby sections installed and serviced—"from a counter to a complete store."

MAXWELL MODEL
DISTRIBUTORS INC. • Richmond 8-1127
3600 South Hill Street, Los Angeles 7, Calif.

WE INVITE YOU TO VISIT
THE SHOWROOMS OF
TOYS & NOVELTIES
ROOM 627
HOTEL NEW YORKER

# CIVIL WAR "FIRE-ARMS"—HOTTEST ITEMS IN 100 YEARS!

Authentically Crafted of Wood and Steel in the Heart of the South



CIVIL WAR
KADET NO. 1 MUSKET
37" LONG (49" with bayonet)
SHOOTS CORK "MINIE BALLS"
Includes: Rubber Bayonet, Adjustable Web Sling, Civil War Kadet Handbook, 10 Cork "Minie Balls"—RETAIL $3.98
In lithographed display carton

CIVIL WAR PISTOL
13½" LONG
Retail $2.98
(also available with genuine leather holster, retail $3.98)
FIRES CAPS!
SHOOTS CORK "MINIE BALLS"!
Muzzle-Loader . . . set with ramrod. Authentic action—just like the real thing!

PARRIS MANUFACTURING COMPANY · SAVANNAH, TENN.

## NEW ATTACHMENTS

Coming Up for the T-401 TRU-SCALE TRACTOR

$1.98

CARTER TRU-SCALE MACHINE CO. ROCKFORD ILLINOIS

BLOCK CITY – PRE-SCHOOL
Interlocking Building Blocks

IRISH MAIL

BAT 'EM CATCH 'EM
Electric Ball Thrower

PITCH-N-FIELD

**PLASTIC BLOCK CITY**
1017 W. WASHINGTON ST. CHICAGO, ILL.

Selling BIGGER and better than ever!

ORIGINAL OUIJA

WILLIAM FULD
P.O. Box 1193, Baltimore 3, Md.

MAXWELL MODEL

West of the Mississippi
HOBBY BUYING HEADQUARTERS

Headquarters of pre-evaluated hobby lines for western dealers for more than nineteen years. Each item has to pass eleven rigid Product Rating tests. If you are not using the big Maxwell Catalog, most carefully considered hobby catalog in the nation, call or write. Inquiries welcomed from out-of-town dealers. Hobby sections installed and serviced—"from a counter to a complete store."

MAXWELL MODEL
DISTRIBUTORS INC. • Richmond 8-1127
3000 South Hill Street, Los Angeles 7, Calif.

WE INVITE YOU TO VISIT
THE SHOWROOMS OF
TOYS & NOVELTIES
ROOM 627
HOTEL NEW YORKER

# Rawlings . . . Wilson

Finest names in the field

**A WILSON INTERSCHOLASTIC** official size, weight football. Fine grade "TD" leather cover; 8-ply lining; lockstitched seams; rawhide lacing. Molded rubber valve bladder. Tan with 2 end white stripes.
65 B 2900S—Wt. 1 lb. 10 oz.... 12.44

**B WILSON NEW PAUL HORNUNG FOOTBALL.** Official size, weight. Full grained cowhide cover; 8-ply lining; lockstitched seams; white leather lacing. Rubber valve bladder. Tan with 2 end white stripes.
65 B 2971S—Wt. 1 lb. 10 oz.... 8.99

**G RAWLINGS HAMILTON HILL HELMET.** Scarlet 1-pc. molded cyrolite plastic shell; 1" white stripes. Double-bar face guard; 5-pt. suspension; Cushok padded. Chin strap. *Specify* Small (6⅝–6¾), Medium (6¾–7). Large (7⅛–7⅜).
65 B 3005S—Wt. 1 lb. 10 oz.... 3.45

**H RAWLINGS NEW SAFETY HELMET.** 1-pc. molded Cycolite plastic shell; outside vinyl padding; 5-pt. web suspension; double-bar face guard attached. Cushion foam jaw pads; Aire-guard inside vinyl padded. Chin strap. *Specify* S, M, L (see G) or XL (7⅛–7½). Wt. 2 lbs.
65 B 3022S—Royal/White .... 6.66
65 B 3023S—Scarlet/White .. 6.66

**J RAWLINGS DE LUXE SAFETY HELMET.** 1-pc. molded white Cycolite plastic shell with outside vinyl padding 6-pt. web suspension; double-bar face guard, inside Cushok vinyl padding. Chin strap. *Specify* S, M, L, XL (see G, H).
65 B 3024S—Wt. 2 lbs. 2 oz.... 7.99

**M ALL-STAR SUPPORTERS WITH PROTECTIVE CUP.** Nylon-stitched finest rubber thread supporters; 3" waistband, foam-cushioned high-impact shatterproof Boltaron ventilated plastic cup.
**Boys' Unit.** *Specify* Regular, Large
65 B 0651S Shpg. wt. 6 oz. .. 1.99
**Men's Unit.** *Specify* S, M, L.
65 B 0652S—Shpg. wt. 8 oz.... 2.22

**N YOUTH FOOTBALL SHOES.** Pro style. Genuine leather uppers; molded rubber soles, cleats; reinforced hard toe; nylon stitching. Full, half sizes 3 to 9. *Specify*
65 B 6700S—Wt. 2 lbs. 8 oz.... 4.44

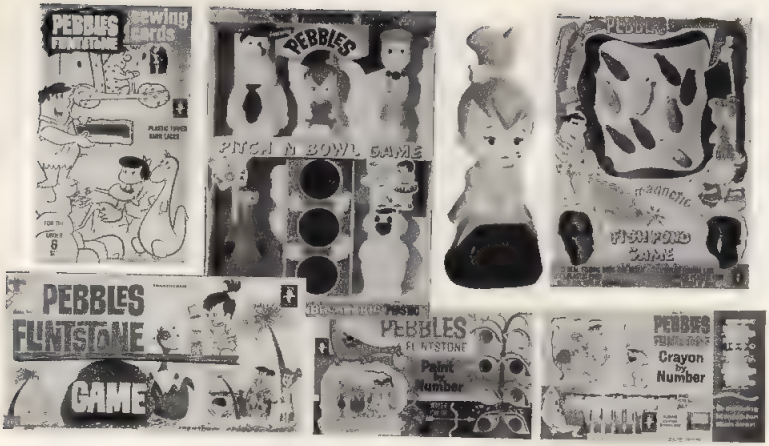
**P FOOTBALL SHOES.** Top-grain black cowhide uppers, rubber outsole. Spring steel innerplates—forepart, heel. Nylon metal-tipped cleats, full metal sleeves, hard box toe. Full, half sizes 6½ to 11. *Specify* size wanted.
65 B 2251S—Wt. 3 lbs. 4 oz. . 7.77

**F RAWLINGS NEW JR. PRO 4-PC. FOOTBALL OUTFIT. Helmet:** White Cy-Co-Lite shell with two 1" scarlet stripes and painted scarlet numbers on side. (Small, #23; Medium, #33; Large, #55). Web suspension and padded head-size ring. Double-bar plastic face guard attached. **Shoulder pads:** Flat style padded with vinyl padding, cloth-covered; bound edges; waste plastic parts. **Jersey:** 100% cotton jersey with quarter-length sleeves. Color—scarlet with royal blue neck and arm band; white/royal blue/white armhole insert. Painted numbers on front of jersey (Small, #23, Medium, #33; Large, #55). **One-Piece Pants:** 100% cotton. White heavy drill pants trimmed with scarlet and royal blue—scarlet braid down side seams. Built-in quilted padding in hip and knee pads. Includes a pair of thigh guards. Sizes: Small (10 years). Medium (12 years), Large (14 years). *Specify* size wanted.
65 B 3000H—Complete 4-piece outfit. Shpg. wt. 6 lbs.....Only 8.66

**K RAWLINGS KYLE ROTE SHOULDER PAD.** For jr. high, larger boys. Inside cantilever; heavy gauge Armorlite plastic parts; thick foam rubber padding; bound edges; adjustable underarm straps
65 B 3008S—Wt. 2 lbs. 12 oz. .5.99

**L NEW JR. ALL-STAR 2-PC. SET.** Molded white plastic castlever style shoulder pad. Kapok padded. Elastic shoulder straps. Plastic helmet; double-bar face guard; 4-pt. web sus. Padded ears. Sm. (to 6¾). Med. (6¾–7). Lge. (7⅛–7½).
65 B 8839H—White. Wt. 4 lbs.. 5.33
65 B 8840H—Scarlet. Wt. 4 lbs. 5.33

**R FOOTBALL PANTS.** For boys 9 to 13. Durable cotton twill; Kapok padded. Braid leg stripe, felt kidney pads. State Sm. (24"), Med. (28"), Lge. (32"). Colors: Tan or Scarlet.
65 B 5900S—Ship. wt. 2 lbs.... 4.28




## PICK A PECK OF PEBBLES...

with the newest chip off the Flintstones block of solid-selling merchandise ■ We suggest pushing Pebbles new Baby Carriage. It's a colorful pull toy that has Wilma Flintstone promenading baby Pebbles ■ Transogram's licensing program banks on the popularity of the best characters . . . and creates a varied line to exploit every category from Pebbles Crayon By Number Sets, Paint Sets, Coin Banks, Sewing Cards, Pitch and Bowl Games to Magnetic Fishing Sets ■ Our Dr. Ben Casey diagnoses success for young Pebbles . . . and she is welcomed by Mickey Mouse, Yogi, Huckleberry, Dino, Lucy - and all the others in Transogram's mammoth character merchandising program.

**TRANSOGRAM**®

The Industry Leader in Design and Packaging
200 Fifth Avenue, New York 10, New York

# THESE 7 SUPER SALESMEN ARE WORKING FOR YOU!!!

These seven famous personalities, representing every aspect of car building, racing and customizing, have put their authority and influence behind the Revell Car Program to help make outstanding kits with high shelf turnover for hobby dealers. Make the most of the excitement and enthusiasm they generate by featuring all the items in the Revell Car Program.

MICKEY THOMPSON, holder of numerous Bonneville speed records, builder of dragsters, and builder and owner of Indianapolis 500 Cars. Mickey and his cars are known coast-to-coast.

BOB TINDLE, builder of 1962 Winternationals winner, the Orange Crate. This customized and competition '32 Ford Sedan is the center of attraction to everyone wherever it is being shown.

ED "BIG DADDY" ROTH, the wildest custom car builder of them all. His Outlaw, Beatnik Bandit and Tweedie Pie are national show winners. Most renowned sweatshirt painter in world!

TOMMY IVO, top drag-racing contender and TV star. His four-engine dragster, "Showboat," is one of the most expensive and most exciting dragsters ever built.

TONY NANCY, builder of one of the world's most beautiful dragsters, the "22 Jr," a show and speed winner. Tony and his car have been subject of many magazine articles.

DOUG "COOKIE" COOK, driver of the Stone-Woods-Cook '41 Willys Competition Coupe. "Cookie" is known to readers of national publications reporting dragstrip racing.

DEAN MOON, designer and builder of speed equipment for dragstrip, road racing, Bonneville record cars and street customs. Wherever there are fast cars, you'll see his "Mooneyes."

## PERKINS OUTBOARD MOTORS OFFER A NEW HIGH IN SMOOTH, SILENT PERFORMANCE

When you hear the soothing quiet murmur of a mighty Perkins in action you'll wonder how a motor can deliver so much power . . . do so many things . . and make so little fuss about it This startling performance is the result of the modern engineering and meticulous British craftsmanship that backs the entire Perkins line.

Beautifully proportioned and luxuriously finished, every Perkins model from the compact 4.5 H.P. to the power packed Perkins "40" will open up new horizons for all around outboarding pleasure and deliver years of dependable, trouble free service.

Water skiers. .power fans...cruiser enthusiasts...you'll welcome the exclusive Perkins poppet valves in the "30" and "40" horsepower models which provide so much more torque at low R P.M., get-up-and-go acceleration plus dollar saving gas economy.

Write for complete details and the name of your nearest Perkins dealer

***Attention Dealers and Distributors***

If you want to sell the world's finest outboard motors and offer modern sales and service facilities, write for franchise details today. We welcome dealers with competing brands.

**PERKINS**
ENGINE CO., INC.

OUTBOARD MOTOR DIVISION
12345 Kercheval Ave., Detroit 15, Michigan

40/H.P.

30/H.P.
DE LUXE

18/H.P

6.5/H.P.

4.5/H.P.

# New Boats of Our Design
# Under Construction or Recently Delivered

"COPACETIC"
37'-6" x 28'-0"
x 10'-6" x 5'-6"

42' YAWL
42'-3" x 29'-0"
x 12'-3" x 4'0"

VAGABONDIA 38
38'-3" x 31'-3"
x 11'-9" x 4'-9½"

"CHANCE"
36'-0" x 24'-0"
x 9'-3" x 5'-3"

49' KEELCUTTER
48'-9" x 37'-0"
x 13'-0" x 7'-6"

"SKYWAVE"
57'-11½" x 41'-0"
x 15'-7½" x 4'-9"

TWO 60' KETCHES
60'-0" x 42'-0"
x 16'-0" x 4'-10½"

"TORTUGA III"
71'-8" x 50'-0"
x 18'-0" x 9'-0"

"GAEL"
76'-0" x 52'-6"
x 17'-0" x 9'-6"

"GREY GHOST"
55' x 16' x 3'-6"

"CHAMBEL III"
137' x 23' x 7'

140' DIESEL YACHT
140'-9" x 26' x 7'

MERIDIAN
24'-9"

SEAFARER 28
28'-6"

SWIFTSURE
33'-0"

CHESAPEAKE 32
31'-9"

RHODES 41
41'-0"

FIBERGLASS ONE-DESIGN CLASSES DESIGNED BY
THIS OFFICE FOR WHICH WE ARE SALES AGENTS

CONSULT US ABOUT YOUR REQUIREMENTS, STOCK OR CUSTOM

**ANY SIZE** **ANY TYPE** **ANY SERVICE**

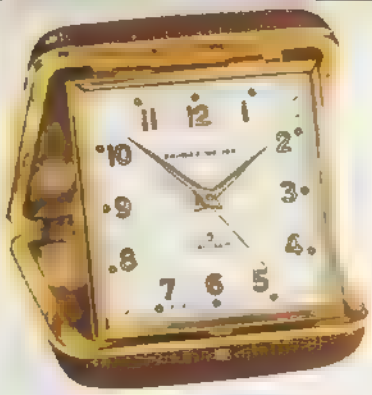
CABLE
RHODESHIP

**PHILIP L. RHODES**

369 LEXINGTON AVE. NEW YORK, N. Y.

TEL.:
TN 7-1320

NAVAL ARCHITECTS MARINE ENGINEERS



EIGHT DAY

8 DAY 7 JEWEL

5-DAY 2 JEWEL TRAVEL ALARM
**TRIUMPH** . . . above all dependable. Gilt trim Texol case, gilt numerals, luminous. 3 x 2 ⅛". Specify color: brown lizard, tan or red pig, alligator
**1525N860** Retail **$ 12.95**

8-DAY 7 JEWEL DESK ALARM
**CHIEFTAIN** . . "Big-Time" value. Gilt trim leather case, gilt figures, luminous. 3 x 2 ⅛". Specify color: red, tan, brown alligator, blue.
**1769N995** Retail **$ 14.95**

STYLED LIKE A JEWEL

30-HOUR DESK BOUDOIR ALARM
**CROWN JEWEL** . . . timeless inlaid Gem shape clear transparent plastic case. Gilt figures, luminous. Diameter 3-⅜". Specify color: rose, light blue, clear white, amber.
**1985N575** Retail **$ 8.95**

# Phinney-Walker

Quality . . . that's "time proven"

30-HOUR "ALL PURPOSE" REPEATER ALARM
**SOUND-OFF** . . . rhythmic pattern alternately rings large then small bells, and steady alarm follows. Gilt trim Texol case, gilt figures, luminous. 3 x 2-½". Specify color: tan, brown alligator, red, blue.
**1771N650** . . . . . Retail **$ 9.95**

7 JEWEL

7-HOUR 7 JEWEL ALARM
**KING PIN** . . . Instant Topic. Gilt trim leather case, gilt figures, luminous. 3x 2-⅛". Specify color: pig, red, tan alligator or brown
**1768N660** . . . Retail **$ 9.95**

30-HOUR DESK TRAVEL ALARM
**DAZZLER** . . . many sparkling hours. Gilt trim leather case, white rhinestone indicators. Luminous, 3x2-⅛". Specify dial, also case color: red pig, brown alligator, green.
**1853N580** . . . . Retail **$ 8.95**

## WORTHWHILE GIFTS . . . AT A MODEST COST

30-HOUR MUSICAL ALARM
**MUSIC MASTER** . . . to brighten each day. Petite gilt case, gilt figures, luminous 3"x2¾".
**2141N650** . . . . . Retail **$ 9.95**

30-HOUR DESK-BOUDOIR ALARM
**BIG MOMENT** . . . scintillating splendor. Gilt case, dial with rhinestones with gilt hands and trim. Gilt figures, luminous 2-¾" x 2⅞". Specify color: ice-blue, rose, crystal
**2140N685** . . . . . Retail **$ 10.95**

12-HOUR DESK BOUDOIR ALARM
**MARQUISE** . . . for gracious living. Gilt trim mahogany or blond finish wood case, gilt numerals, luminous 4"x3-¾". Specify color: mahogany or blond
**1850N635** Retail **$ 9.95**

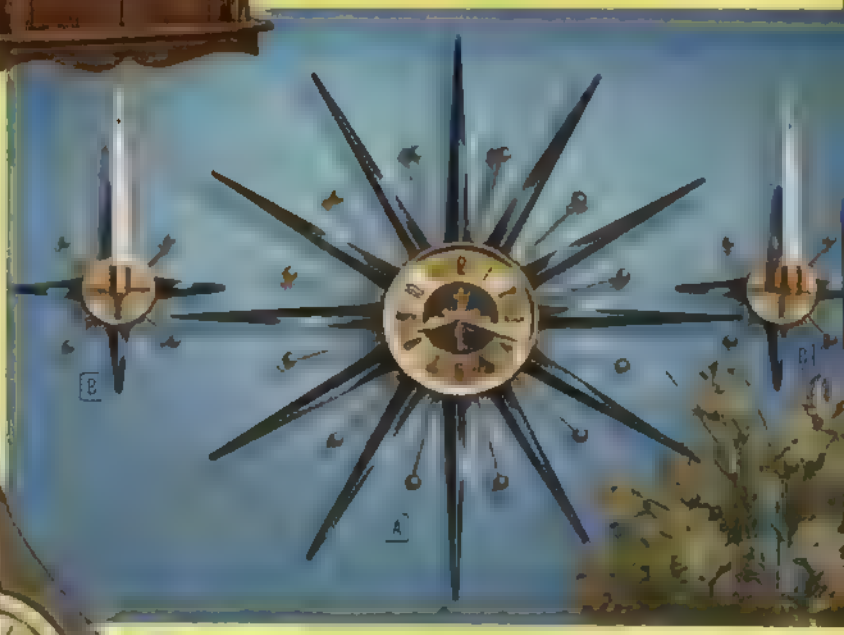
AWAKEN TO MUSIC

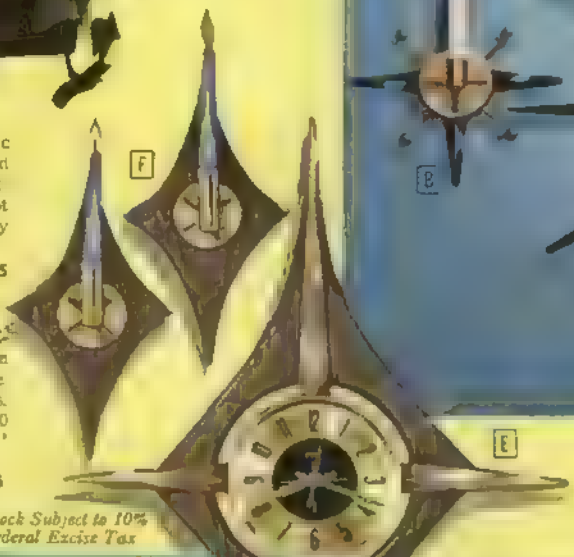
# Early American

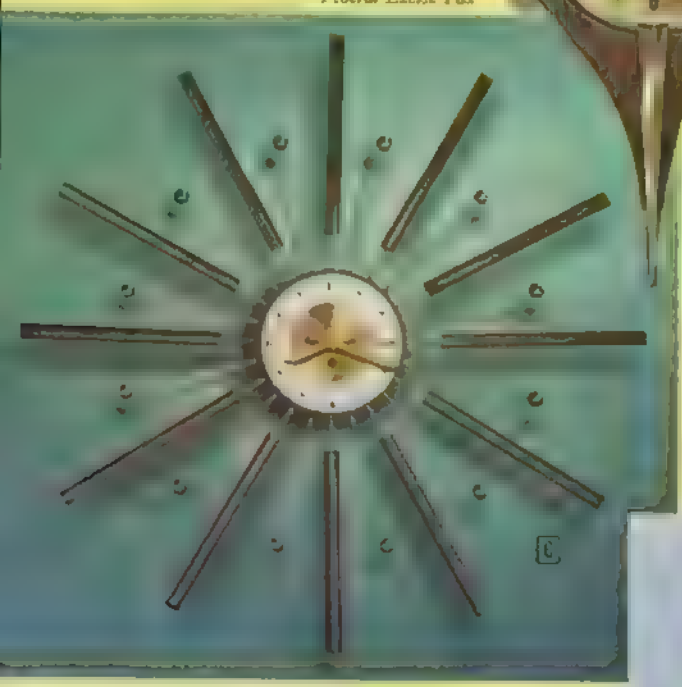
*Authentic designs in Hardrock Maple with modern cordless electronic movements.*

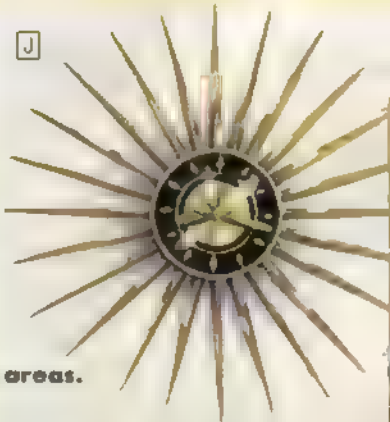
## Welby decorator inspired Metal Art

*Award winning wall clocks with a fashionable flair for creating decorator inspired interiors! Brilliant achievements in execution and engineering.*









**C 8-DAY STUYVESANT.** Classic Early American simplicity in selected [illegible] maple [illegible] favorite greenery (not [illegible] ng area. Front key [illegible] high. Wt. 6 lbs.
**2235N1497** Retail **$24.95**

**E WASHINGTON CORDLESS ELECTRONIC.** Authentic Early American design in genuine Hardrock Maple. Gracefully turned, stand-away posts. Rosette decorated dial. Runs up to 20 months on 1½ v battery. Size 12½" x16½" high. Shpg. wt. 7 lbs.
**2234N2097** . . . . . Retail **$34.95**

*Clock Subject to 10% Federal Excise Tax*

*Welby Metal Art Clocks . . . many available with Self-Starting, Cordless Electronic Miracle Movement . . . Others in 8-day key wind movement.*

**A 8-DAY JUBILEE CLOCK.** Decorators delight! An exciting blend of smart simplicity and contemporary beauty. 12 black spears alternate with ball tipped brass rods. Brass 'n' black dial, solid brass hands. Key wind. 25" diam. Wt. 7 lbs.
**2233N1497** . . . . Retail **$24.95**

**B PR. JUBILEE SCONCES.** Brass 'n black. (Candles not included.) Size: 9½" diameter. Shpg. wt. 3 lbs.
**2091N480** . . . . . Retail pair **$7.95**

**E CORDLESS ELECTRONIC HARLEQUIN.** Starry symmetry achieved in rich genuine walnut and gleaming brass spears. Contemporary hands delineate the full numeral 7" brass dial. Miracle movement runs up to 20 months on standard 1½ volt battery. Size 21"x30" high. Wt. 5 lbs.
**2236N1650** . . . . . Retail **$27.50**

**F PR. HARLEQUIN SCONCES.** (Candles not incl.) 7"x12½". Wt. 2½ lbs.
**2237N597** . . . . . Retail pair **$9.95**

**H 8-DAY GALAXY.** Solid American walnut diamonds accent the shimmering brass spokes radiating majestically from a solid brass 7" dial. Creates a modern decorating gem to blend with and complement any decor. Front key wind movement. Size 25" diameter. Shpg. wt. 6 lbs.
**2238N1350** Retail **$22.50**

**J 8-DAY HOLIDAY CLOCK.** Striking symphony of design in all time favorite spoke style. Brass finished spokes radiate from the black and brass, diamond faceted marker dial. Solid brass hands. Front key wind movement. Size 24" diameter. Shpg. wt. 7 lbs.
**2093N1422** . . . . . Retail **$24.95**

**G 8-DAY SYMPHONY.** "Constellation" motif created by solid, American walnut spokes alternating with ball tipped brass rods. Shaded lustrous brass dial. Raised, faceted brass hour markers. Front key wind. 29½" diam. Wt. 10 lbs.
**2088N1707** . . . . . Retail **$29.95**

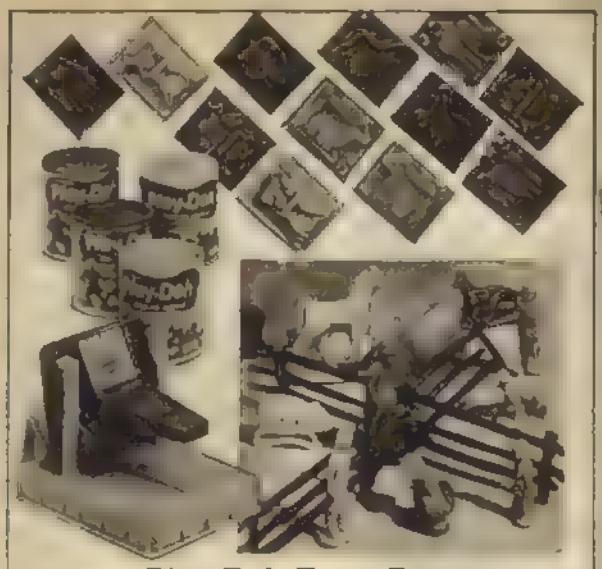
**AS ABOVE,** but Cordless Electronic.
**2089N1992** . . . . . Retail **$34.95**



**Retail prices are suggested only and may vary in different trading areas.**

# Play-Doh Fun Factory

**Pump handle down and compound squeezes into die-formed bar shapes**



## Play-Doh Forge Press

**Mold a farmer, his family plus six farm animals** $5.88

Just insert Play-Doh compound into 1 of 6 molds. Press down handle of forge press. Forms 3-D figures including 3-inch farmer, wife, son and daughter; horse, pig, turkey, lamb, dog and cow. Figures dry hard in 24 hours. 6x5x8½ in. plastic forge press, 4 cans Play-Doh. Instruction booklet. Order extra Play-Doh compound below at right

49 N 1784—Shipping weight 3 pounds 7 ounces ..... $5.88

Form Animal Set. Makes 5 animals only. Includes Forge Press.

49 N 1785—Shipping weight 2 pounds 14 ounces..... $3.88

**Create basic forms with this 12-die Set**

$3.44

Pump soft, pliable Play-Doh from the sturdy, red and gray plastic Fun Factory . . mold any of 12 die-formed shapes into figures, faces and objects. Play-Doh is non-toxic, won't stain, dries hard in air.

Fun Factory (8½x7x2 in.), 12 plastic dies, trimmer, die storage tray, idea book, 4 cans of Play-Doh modeling compound included.

49 N 1853—Wt. 4 lbs. 4 oz. Set $3.44

**Build a city, planes, trains and ships with this 30-die Set**

$5.44

With the Master Plan Fun Factory you are the architect, from the airport to the corner drug store. Even create your own navy. Build a shopping center, housing development. Set contains Fun Factory for pumping out different shapes, 12 basic-form dies plus 6 dies each for planes, trains, ships, plastic trimmer, 4 cans of Play-Doh; city map (to help you build town); 36x36-inch plastic sheet to cover a table where you can work; instruction booklet.

49 N 1783—Shipping wt. 6 lbs. 15 oz.. Set $5.44

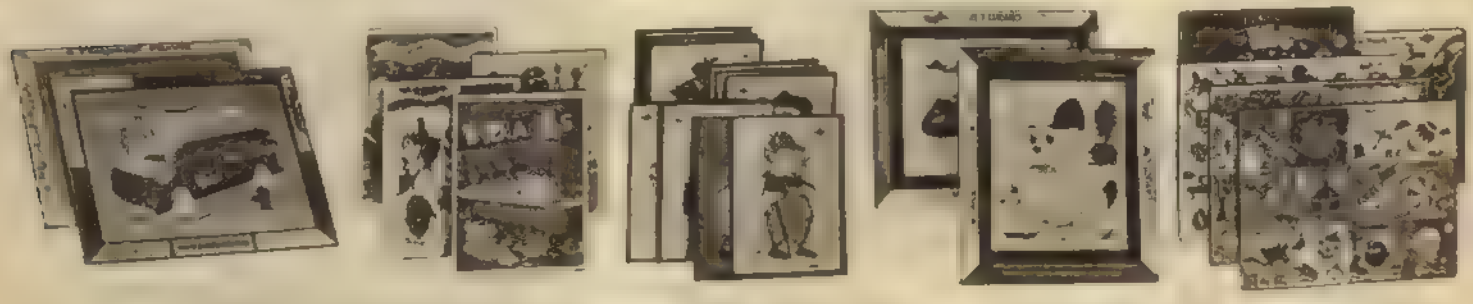
49 N 1871—Four extra cans Play-Doh, assorted colors. Wt. 2 lbs. 4 oz. Pkg. 77c

$2.77

**Have fascinating fun molding and coloring TV favorites in plaster**

Children can make plaques of Huckleberry Hound, Yogi Bear, Quick-Draw McGraw, Flintstones. Then they'll proudly hang them for all to admire. Six 4x5-in. plastic molds, 3 bags plaster, paints, brush, glaze, instructions.

49 N 1661—Shipping weight 2 pounds 8 ounces .... $2.77



## PUZZLES to challenge and stimulate developing minds . . help coordinate small fingers

**Playskool Wood Puzzles in tray.** Hand jig-sawed. Non-toxic colors. Masonite Presdwood backing. Ages 2 to 6. Wt. ea. 1 lb. 8 oz.

49 N 4778—Cowboy (25 pc.) $1.29
49 N 4527—Duck (7 pc.) .... 1.29
49 N 4528—Fire Truck (19 pc. 1.29
49 N 4530—Dog (11 pc.) .....1.29
49 N 4533—Loon (12 pc.). .. 1.29
49 N 4534—Panda (13 pc.)....1.29

**Golden Book Puzzle Assortment** for ages 2 to 8. With 8 subjects including animals and everyday scenes. Each is 8x10 inches with 12 to 18 pieces each to fit in place within frame. Gay colors; smoothly finished by Playskool. Shpg. wt. 3 lbs.

49 N 4703.....Set $1.59

**Ten inlaid puzzles** made of heavy cardboard. Brightly colored pictures of story favorites delight tots. Each 9x6¾-inch puzzle has about 14 big pieces to fit. Shpg. wt. 1 lb. 11 oz.

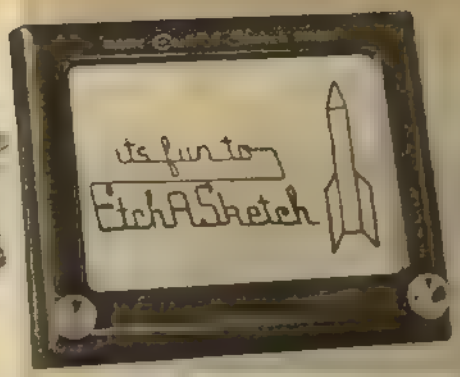
49 N 4742 ...Set 94c

**Magnetic.** Removable "window" with outline guide. Magnetized pieces hold to metal back. 10x11¾ in. Wt. ea. 1 lb.

49N4539-Duck (10 pcs.)...$1.29
49N4540-Dog (12 pcs.).....1.29
49N4541-Kitten (11 pcs.)....1.29
49N4548-Chicken (15 pcs.)...1.29
49N4549-Choo-choo (18 pcs.) 1.29
49N4556-Jet plane (19 pcs.) 1.29

**5 educational puzzles.** Made of heavy cardboard. Teaches time, months, seasons, alphabet, U.S. map. Varied sizes. In 14x11-inch box. Wt. 2 lbs. 3 oz.

49 N 4743 ..Set $1.29

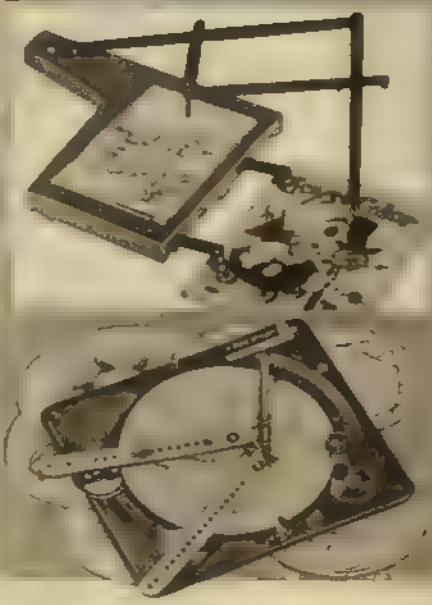



## Etch A Sketch . . $2.94
### Draws like magic

Just turn the knobs . . see lines, circles, diagonals appear under the frosted glass base. Forms pictures, letters, intricate designs that erase with just a shake. High impact red plastic, 9¼x7⅛x1⅜ inches.
49 N 1676—Wt. 1 lb. 8 oz. $2.94

## Sketch A Graph $2.49

Pantagraph lets you enlarge or reduce almost any drawing . . in color . . in perfect proportion. 4 arms, 3 scales for different sizes. Extends to 24 inches. 3 pens draw in red, blue or green. Suction cups keep copy flat, prevent skipping. Red plastic graph is 14 in. high. Drawing paper, sketch book, ball-point pens included.
49 N 1693—Wt. 1 lb. 10 oz.. $2.49



## Magic Designer $4.49

Famous *Hoot Nanny* draws like magic. Just set adjustable arms and watch intriguing designs appear. Children 5 and up can color or use for embroidery or wood burning projects. 7x8-in. metal base. Paper discs, pencil, instructions.
49 N 1838—Wt. 1 lb. 11 oz. $4.49

130 Extra Paper Discs for above.
49 N 1809—Wt. 6 oz. Set 89c

**Electric Drawing Desks.** Create unlimited design combinations . . put patterns on illuminated desk, drawing paper on top—then trace. Sears sets include DRAW-A CARTOON Kit for making comic strips, patterns, pencils, instructions. UL listed, 110-120-v. 60-c. AC-DC.

1 **Betsy McCall Dress Designer.** Draw Betsy in poses, create her fashion designs. For girls 6 to 12.
79 N 1658C Shpg. wt. 6 lbs. $6.66

2 **Custom-Styling Designer.** Design autos, boats, planes, space vehicles. Boys 6 to 12.
79 N 1660C Wt. 6 lbs.. $6.66

## Frame 'N Color $2.44

To draw 6 different subjects, each set includes 18 stencils, 9¾x5¾-in. plastic desk, pencils, sharpener, paper, frame. Wt. 1 lb. 5 oz.
49 N 1742—How We Travel. . . $2.44
49 N 1740—At The Zoo . . . 2.44
49 N 1743—Sheri Lewis' Friends . 2.44

## Colorola $1.77

Color, wipe-off, color again or roll to new picture. Plastic box totes crayons, sponge, three 8-panel story rolls. 7x11 inches long.
49 N 1689—Wt. 1 lb. 6 oz. $1.77

## Presto-Sparkle $2.44

Paint 10 pictures and 6 greeting cards in water colors that glitter like jewels. Color with array of 1 to 12 Presto Paints, then daub on Sparkle Paint in 1 to 5 colors—done!
49 N 1667—Shpg. wt. 1 lb. 6 oz. $2.44

## Color and Slate $2.99

6x8-in. wood-frame slate. 256 pre-sketched pictures, 18 number sheets for crayons, paints, pencils (included). Plus alphabet copy-card, stencils, brushes, chalk, sharpeners.
49 N 1745—Shpg. wt. 2 lbs. . . . . $2.99

## Water Colors $1.89
100-oc. set

3 **100-color Set.** Children can learn names of colors . . all are labeled. With 2 brushes.
49 N 1707—Wt. 1 lb. 12 oz.
60-color Set. With 1 brush.
49 N 1866—Shpg. wt. 14 oz. 89c

## Coloring Set $1.99

4 256 pre-sketched 8½x11-in. sheets and 12 numbered 9x12-in. sheets make it easy for child to crayon, paint or pencil in colorful, fascinating pictures. With crayons, paints, brush, color pencils, 2 sharpeners.
49 N 1747—Shpg. wt. 1 lb. 8 oz. $1.99

## Pencil-Paint Set $1.33

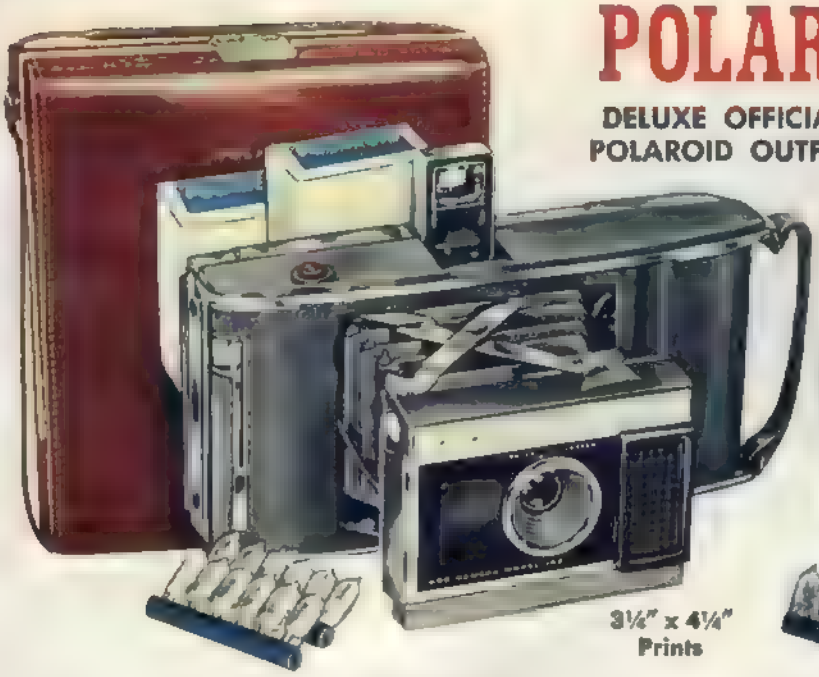
5 Just by following the numbers on the twelve 9x12-inch sheets, youngsters can create colorful art works. Includes 8 water paints, on cardboard palette, brush, color pencils, pencil sharpener.
49 N 1748—Shpg. wt. 10 oz. . . . . $1.33

## Color-Paint Set 99c

6 Pre-schoolers, age 3 and up, can color 256 presketched 8½x11-inch pictures. They fill them in by using 20 crayons or 10 water paints on cardboard palette. Also includes crayon sharpener, brush.
49 N 1749—Shpg. wt. 8 oz. . . . . 99c

# POLAROID Cameras

## DELUXE OFFICIAL POLAROID OUTFITS

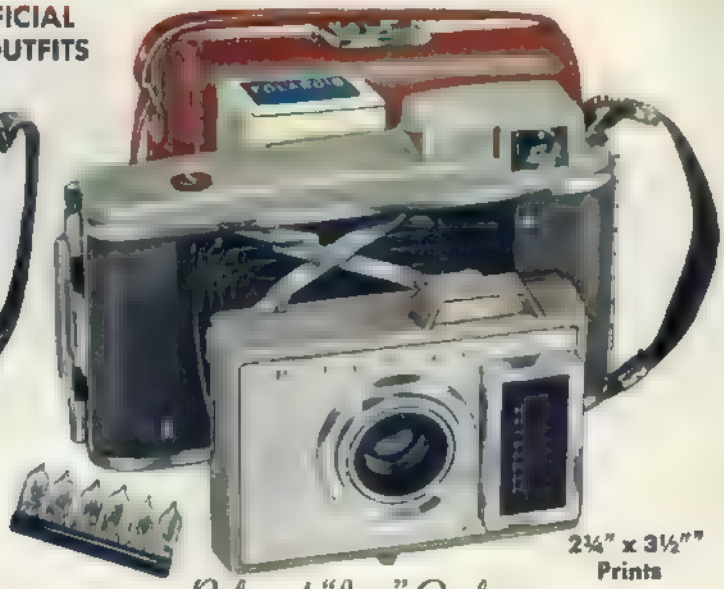



### Polaroid "J66" Outfit

3685V3614—A 10 second camera outfit featuring Polaroid's Automatic camera. No focusing necessary. Only four simple steps involved, each as numbered on the camera. Provides finished pictures in 10 seconds. No focusing necessary, pictures are always sharp. Built-in electric eye automatically makes lens settings and selects shutter speeds up to 1/1000 of a second. Built-in flash unit can be used for bounce or direct lighting . . . uses small economical AG bulbs. The camera has a lighten-darken control which can be set to tone the pictures to suit the individual. Special close-up control allows subjects to be photographed as close as 3' from the camera. For added convenience the viewfinder has white reflected light frame which centers subjects. Outfit includes camera, genuine leather case, 2 rolls type 47 3000 speed film and 12 AG flash bulbs. Retail $116.45

3649V3217—J66 Automatic Camera only. $ 99.50

2580V995—Large Texon Case. $ 14.95




### Polaroid "J33" Outfit

3101V7223—A completely automatic, on the spot 10 second camera at an amazing price. The camera is engineered to provide sharp, clear 10 second pictures with extra simplicity. The instrument features a built-in electronic cell that measures the lighting conditions and sets the lens—assuring perfect pictures—even for those who have never used a Polaroid camera. The J33 accepts only 3000 speed 10 second film. Picture size is 2¾"x3½", compact flash unit uses small, economical AG flash bulbs. Outfit includes a large case for camera and accessories, six flash bulbs, one roll, type 37, 3000 speed film and the camera. Retail $87.90

3102V6159—J33 Camera only. $74.95

3103V1095—Large compartment case $12.95

### Polaroid "850" Outfit

3175V14738—An outstanding 10 second camera outfit featuring the Polaroid 850 Electric Eye Camera. The sensitive micro-eye of the camera sets both the lens opening and shutter speed automatically for indoor or outdoor shots. The electric eye controls the amount of wink-light illumination used in indoor photography assuring perfect pictures always. Synchronized for flashbulbs and electronic flash. Equipped with a superimposed image coupled rangefinder which focuses from 3½' to infinity and has a separate optical system for viewfinding. Produces sharp clear 3¼"x4¼" pictures in 10 seconds. Outfit includes camera, genuine leather case, wink light, 2 rolls type 47, 3000 speed film, 25 Polaroid post-carders and 2 Polaroid Write-In Albums. Retail $179.95

2776V11308—850 Camera only [redacted]

3563V1436—Wink Light $ 17.95

2580V995—Large Texon Case $ 14.95

### Polaroid "900" Outfit

2710V18430—A deluxe 10 second camera outfit featuring the versatile 900 Automatic Electric Eye camera. Designed to afford outstanding performance with the utmost simplicity of operation. The micro-eye sets the lens opening and shutter speed automatically. The electric eye controls the amount of wink-light illumination used in indoor photography assuring clear, crisp pictures always. Synchronized for flashbulbs and electronic flash units. Equipped with a remarkable coupled viewfinder-rangefinder system. Focusing and viewing are accomplished through one large window. View the scene exactly as it will look in the picture. Produces a large 3¼"x4¼" print in 10 seconds. Outfit includes camera, genuine leather case, wink light, 2 rolls type 47 3000 speed film, 25 Polaroid Postcarders and 2 Polaroid Write-In Albums. Retail $199.95

2771V13143—900 Camera only $150.95

3563V1436—Wink Light $ 17.95

2580V995—Large Texon Case $ [redacted]

**Retail Prices are Suggested Only and Vary in Different Trading Areas**

# Kodak

## KODAK RETINA AUTOMATIC III

★ Completely Automatic Operation

★ Retina-Xenar 45MM F/2.8 Lens

★ Shutter Speeds to 1/500 Second

This precision built instrument is fully automatic . . . lens is set to the proper exposure automatically . . . **perfect pictures always** without bothersome adjustments. The automatic Retina III is equipped with a precision ground 4 element, **45MM F/2.8** Retina Xenar lens for crisp, clear pictures. The Compur shutter has 5 speeds to 1/500 sec. plus "B." In addition, the range-finder is coupled with the viewfinder for fast, precise focusing. The film advance is single stroke and eliminates double exposure. The camera is equipped with an automatic control over-ride and can be operated manually for special effects. Flash synchronized--X delay. This outstanding 35MM precision camera provides the utmost in picture taking simplicity, and will produce finest quality color slides and sparkling clear black and white as well as color pictures

2754V1046S —Retina Automatic Camera. **Retail Less Than** **$140.00**

2764V980—Camera Case. 12.50
2369V952 Flash Unit. 12.25
2909V5288 —Mono Jet Electronic Flash 76.00
(For illustration of Mono Jet, see page 619)

## KODAK AUTOMATIC 35F

★ Fully Automatic Operation

★ Built-in Flash Unit

★ Fast F/2.8 44MM Ektanar Lens

Complete automation in 35MM photography Has built-in flash unit which accepts the small economical AG size lamps Electric-eye exposure control. A super sensitive photo electric cell selects the correct exposure Sharp, crisp 35MM color slides and black and white pictures . . . just aim and shoot. Fast F/2.8 44MM lens. Two-speed Synchro shutter 1/60 sec. for outdoor pictures and 1/40 sec. for flash pictures indoors with the automatic flash control. "Zone-minder" visible through the viewfinder—simplified zone focusing—close-ups, groups or scenes. Single-stroke film advance, automatic "dim light" signal tells when to switch to flash shooting. Manual operation for complete flexibility. Accepts all 35MM film—color or black and white 20 or 36 exposure rolls. Smartly styled in black with chrome bright-work

3226V7463—Automatic 35F Camera. **Retail Less Than** **$100.00**

3227V1000—Camera Case. 12.95

## NEW KODAK MOTORMATIC 35F

★ Power-Drive Film Advance

★ Built-In Flash Unit

★ Automatic Exposure Control

A deluxe, fully automatic 35MM camera with a **power film advance.** New Built-in flash unit accepts small economical "AG" flash lamps **Rapid fire** . . . the Motormatic 35F **takes 10 pictures** in 10 seconds. Simply wind the film advance knob on the bottom of the camera and fire away. 10 pictures without pausing to rewind. Spring power mechanism advances the film and cocks the shutter. The Motormatic 35F is also **completely automatic** . . . built-in meter sets the lens perfectly. **Manual automatic override** for special effects. The Motormatic 35F also offers a host of other features. Precision ground, color corrected **44MM F/2.8 Ektanar lens; flash picture** exposure control, zone focusing, four shutter speeds, 1/40-1/250 sec., **flash synchronized;** projected frame finder with **parallax correction; insufficient** light indicator; **manual operation;** double exposure prevention; fast, simple film loading and built-in adapter ring. Full instructions.

3228V8963—Motormatic 35F Camera. **Retail Less Than** **$120.00**

3278V1000—Camera Case. 13.00

## KODAK RETINETTE 1A CAMERA

★ Sharp 45MM F/2.8 Lens ★ Single-Stroke Film Advance

★ Pronto Shutter ★ Fast Zone Focusing

The newest camera in the world-famous **Retina series.** Has 45MM F/2.8 Reomar lens which focuses from 3½ feet to "Inf." Click stop zone focusing for "Close-Ups," "Groups," and "Scenes" with depth of field indication. Full range of shutter speeds from 1/30 sec. to 1/250, plus "B" for long exposures. The large, bright viewfinder shows subjects in almost natural size within a projected frame. Single stroke film advance. Interlock **prevents accidental double exposure.** Conveniently located film counter and a film lead indicator to show film type and remaining exposures. Shoe on top of camera for accessory equipment such as flash holder. Camera is of metal construction, smartly styled in Black and Chrome, very compact, and precision made throughout. Complete instructions.

3229V3596—Kodak Retinette 1A Camera. **Retail Less Than** **$45.00**

3230V796 —Camera Case 10.00
3279V476 —Flash Unit [redacted]
2909V5288—Mono Jet Electronic Flash [redacted]
(For illustration of Mono Jet, see page 619

## KODAK RETINA REFLEX III

★ Single Lens Reflex

★ Fast F/1.9 or F/2.8 Lens

★ Interchangeable Lenses

★ Automatic Dual-Exposure Control

★ Shutter Speeds from 1 to 1/500

These single lens reflex cameras feature parallax-free **through-the-lens** viewing, dual photoelectric exposure control: camera-top meter needle shows direct lens setting while finder needle allows for precision setting ground-glass and split-image rangefinder focusing. Lens and shutter setting locks when either is changed: depth of field indicator and lens interchangeability. Shutter speeds 1 sec. to 1/500 plus "B." Excellence of design, performance and dependability. The Kodak Retina Reflex III Camera provides the basis for a complete photographic system

2961V19763—Retina Reflex III—F/1.9 lens **Retail Less Than $265.00**
2962V17213—Retina Reflex III—F/2.8 lens [redacted]

## ACCESSORY EQUIPMENT FOR RETINA REFLEX III

| | | |
|---|---|---|
| 2963V1406 | Camera Case for F/1.9 lens Model. **Retail Less Than** | $ 18.00 |
| 2964V1160 | Camera Case for F/2.8 lens Model | 15.00 |
| 2369V952 | Flash Unit. | 12.00 |
| 2909V5288 | Mono-Jet Electronic Flash (illus. on page 619). | 76.00 |
| 3231V18600 | —200MM—F/4.8 Telephoto lens (illus. at left) | 226.00 |
| 2354V7060 | —135MM—F/4 Telephoto lens. | 88.00 |
| 2353V6288 | - 85MM—F/4 Telephoto lens | 80.00 |
| 2352V5968 | 35MM F/2.8 Wide Angle lens | 75.00 |
| 2351V6920 | — 28MM—F/4 Wide Angle lens | 87.00 |



**Retail Prices Are Suggested Only and Vary in Different Trading Areas**

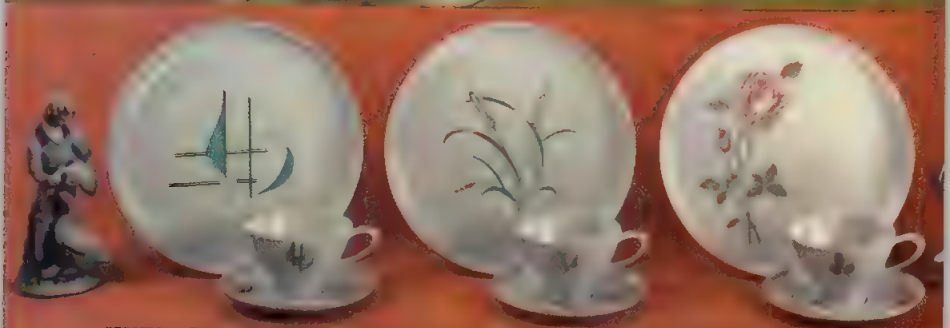
# PROLON

**This is the best designed . . . best value melamine dinnerware in America. Everything about it bespeaks a simple elegance. New refreshing molded-in patterns, unharmed by hottest water . . . dishwasher proof. Guaranteed break resistant for two years by manufacturer.**

**DELLWOOD** . . . Designed for compliments—a lovely floral arrangement of yellow and brown blossoms complemented with shades of brown. Sandalwood accessory pieces.

**45333 F 2664**—
53-pc. Service for eight . . . **Retail $39.95**

**45334 F 3997**—
77-pc. Service for twelve . . **Retail 59.95**



**REGATTA** . Fresh as a cool sea breeze, ultra modern in its symbolic design in turquoise on white. Every piece decorated.
**45335 F 3330** -45-pc. Service for 8 **Ret. $49.95**

**SILVER WHEAT** . . . A graceful spray of silver wheat with ice-green leaves. A favorite pattern—each piece decorated.
**45336 F 3330** -45-pc. Service for 8 **Ret. $49.95**

**SCARLET ROSE** . A perfect pink rose with graceful green stem on lovely translucent white. All pieces decorated.
**45337 F 3330**—45 pc. Service for 8 . **Ret. $49.95**

**COMPOSITION OF SETS AND WEIGHTS**

**53-pc. Set:** 8 each decorated dinner plates, decorated salad plates, solid color cups, saucers, fruit bowls, soup or salad bowls; 1 each decorated large platter, solid color serving bowl, creamer, sugar and lid. Wt. 17 lbs.

**77-pc. Set:** 12 each decorated dinner plates, decorated salad plates solid color cups, saucers, 20 oz. soup/salad bowls, fruit bowls; 1 each decorated platter, solid color serving bowl, creamer, sugar and lid. 23 lbs

**45-pc. Set:** 8 each dinner plates, salad plates, cups, saucers, soup/cereal bowls; 1 each large platter, serving bowl, creamer, sugar and lid. All pieces decorated. Wt 16 lbs.

**PROLON -Melmac® is molded to the highest standards.**

All PROLON dinnerware is guaranteed by manufacturer against breakage during two years of normal use.

**CAMELLIA** . . . Today's new pattern you'll [illegible] years. Delicate pink camellia flowers. Brown leaves accented with gold. Pink bowls and cups.

**AURORA** . A most beautiful, perfect pattern in soft shades of brown accented with gold stars. Cups and bowls in complementary sandalwood. Sets an enchanting table.

*Sears puts at your fingertips*

*more of what America's children want most*

# ELDON Selectronic Road Race Set

**JUST PRESS A BUTTON**—Selectronic Starter starts both cars instantly. Selectronic Lane Changer lets you switch lanes to gain advantage. Selectronic Speed Control gives you fully independent control of car's speed, even when both cars are in same lane. Selectronic Lap Counter records your laps no matter which lane you're in

**$19.88**

With 16 feet of track

Starter drops arm. Automatically turns on current for a perfect, even start. You leap to a tight lead. Press the lane changer button. You squeeze in front of your opponent. He spins! You gain a solid lead. Watch it! He switched lanes on the backstretch. He's coming up fast.

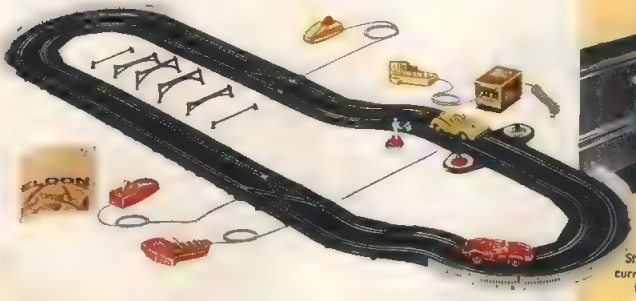
Two sleek Testa Rosa Ferraris with dual speed rear axles (wheel assembly can be changed to adjust speed and pickup). Each about 5 inches long. Each plastic card metal with rubber tires.

Two pistol type rheostat speed controls with built-in speedometers. Two lane changer push button controls. Powered by U.L. approved power pack (110–120 volt, 60 cycle AC).

Plenty of 2 lane track for a wide range of layouts. About 16 feet of track including 18 straight and 12 curved sections. Plastic trestle posts for building an exciting over-and-under speedway. Realistic plastic guard fence, too.

**49 N 9638** Shipping wt. 8 lbs. 12 oz. . . **$19.88**

Lap counters record up to 50 laps



Starter turns on current for equally timed races

30-inch size **$6.99** each

20-inch size **$3.99** each

15-inch size **$2.99** each

Stay crisp looking with removable coating for washing. Cotton stuffed fabric bodies, yarn hair. Cheerful faces painted on.

| Andy | Ann | Size | Shpg. wt. | Price |
|---|---|---|---|---|
| 79 N 3605C | 79 N 3585C | 42 inch | 4 lbs. | $6.99 |
| 49 N 3603 | 49 N 3583 | 20-inch | 1 lb. | 3.99 |
| 49 N 3592 | 49 N 3580 | 15-inch | 12 oz. | 2.99 |

1 **$2.97**

2 **$3.99**

3 **$1.49**

4 **$2.99**

**1 Musical Suzy** stretches . . squirms when wound. Swiss music box. Rayon plush
49 N 3626—11 in. long. Shpg. wt. 1 lb. 7 oz. $2.97

**2 Musical Sleepyhead.** Gentle tune from Swiss music box lulls baby to sleep. Painted face, yarn hair. Rayon plush body. Foam-plastic and cotton filled. 14 inches long.
49 N 3504—Shipping weight 1 pound . $3.99

**Sleepyhead only** (without music box).
49 N 3527—Shipping weight 14 ounces . . 2.49

**3 Cuddly Wuddly doll.** Wears bonnet, apron, dress in assorted prints. Yarn hair, painted face. Cotton filled. 14 in. long
49 N 3501 Shpg. wt. 12 oz. $1.49

**4 Braided rag doll.** Bright yarn hair accents painted face, eyes. Wears gingham, ruffles. Cotton filled. About 18 in. long.
49 N 3635—Shpg. wt. 1 lb. $2.99

## Dancing Dolls

We're life-size and actually walk and dance with you

5 **$3.29**

6 **$5.99**

Attach bands on feet to your shoes . . floppy bodies move with you. Lightweight fabric bodies, cotton stuffed. Colorful faces, yarn hair. About 40 inches tall.

**5 Dancing Girl.** Wt. 3 lbs. 8 oz.
49 N 3530 . . . . . $3.29

**6 Dancing Boy.** Wt. 4 lbs. 8 oz.
49 N 3637 . . . . . $5.99

## *Spank Me..I cry*

1 $5.99 WAA-A

1 When this little doll makes, just turn her over, spank where it says "here" she'll cry "Waa a!" 19 inches tall, with vinyl head, body arms and legs. Whispy rooted hair. Go-to-sleep eyes. Wears 2-piece lace trimmed playsuit, diaper, booties.
Shipping weight 2 pounds 8 ounces.
49 N 3007 $5.99

### Baby Cupcake . . thinks she's pretty cute . . *and she is*

2 All playful lovableness! Baby Cupcake is 12 in. tall all vinyl, fully jointed and a 'drink and wet" baby. Her hair is rooted, her eyes move. Dressed in pretty lace-trimmed pink panties, she holds her powder puff in one hand, her mirror in the other. Wears necklace, ribbon bow in hair; has her own drinking bottle.
49 N 3060—Shipping weight 1 lb. 8 oz. $3.99

Choose her wardrobe from 4 adorable outfits.

3 **Sundress** in smart checks, matching panties
49 N 3061—Shipping weight 2 oz. 99c

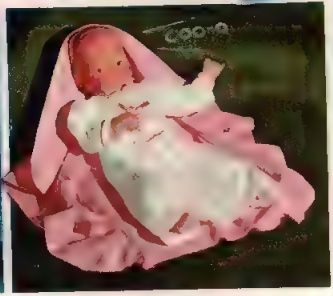
4 **Hat and Coat Set** . . gaily trimmed.
49 N 3064—Shipping weight 4 oz. . . . $1.79

5 **Printed Bathrobe** of cotton flannel.
49 N 3063 Shipping weight 2 oz. . . . .99c

6 **Flannel Pajamas** . . with drop seat.
49 N 3062 Shipping weight 2 oz. . . . .99c

### Lolli-Pop Girl

7 Exclusive with Sears lovely lass waits gleefully to share her lolli pop with some little girl. All vinyl. Fully jointed, molded plastic body with moving arms, legs and head. Rooted Saran hair. Dressed in flared top, long pants, matching slipper-socks. 18 inches tall.
Shipping weight 2 pounds.
49 N 3416. $9.77



### Dolly has her own Dog

$5.99

Demure little girl, 21 in. tall . . jointed plastic sleeping eyes . . rooted hair. Dress with appliqued apron. Holds plastic leash of "fuzzy" dog
49 N 3498—Shipping weight 2 lbs. 8 oz. $5.99

### Baby Dollikins sits, stands, kneels

$7.77

She loves to pose. With 11 flexible joints she takes all natural baby positions. All vinyl with rooted pixie hair and go-to-sleep eyes . . an adorable playmate for a little mother. Also drinks and wets. Attractively dressed in coverall, socks and shoes. 21 inches tall
49 N 3065—Shipping weight 2 lbs. 12 oz. $7.77

### New born Baby Peep coos, cries

$5.99

Hold her gently . . she's so helpless. Completely washable to stay "first day" fresh. Hug her, she coos. Pinch her arms, she cries. All soft vinyl, cotton and foam filled. Has kimona and receiving blanket. 18 inches tall.
49 N 3066—Shpg. wt. 3 lbs. 2 oz. . . $5.99

# REMCO Barracuda Atomic Sub

$7.44

without batteries

**Battery-powered . . fires 4 missiles, 4 torpedoes. Transparent deck shows built-to-scale actual, submarine interior**

Up periscope: Barracuda noses across floor on hidden wheels. Twin propellers turn. Nuclear reactor flashes red. Chime alerts engine room. Torpedoes away!

Polaris missiles fire automatically. 37-in plastic land toy, 24-man crew, "frogman," raft. Order 4 "D" batteries 79N4660 below.

79 N 5127C—Shpg. wt. 6 lbs..... $7.44

$3.57

***This Sloop really sails . .***
**holds course in stiff wind**

Trim unsinkable racing sloop rides out winds and waves with special rudder, weighted keel. Brass-color deck fittings accent white trim, mahogany color Polyethylene plastic. About 23 in. high, 17 in. long

79 N 5113C Shpg. wt. 3 lbs $3.57

$3.57

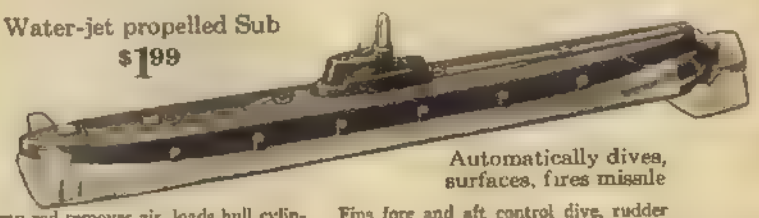
**Leakin' Lena floats . . rolls on floor**

Stem-to-stern copy of comical TV ship, Leakin' Lena has hefty hull, deckhouse, swivel telescope on bow. Crow's nest perches on mast. 4 wheels. Polyethylene. 15x17 in. high

79 N 5108C—Wt. 3 lbs. $3.57

Water-jet propelled Sub

$1.99



Automatically dives, surfaces, fires missile

Pump rod removes air, loads hull cylinder for water jet propelled action. Sub dives, surfaces, then blasts off 1 of its 4 missiles. Periscope raises, lowers.

Fins fore and aft control dive, rudder controls direction. Made of sturdy polyethylene plastic. 18 in. long.

49 N 5143—Shipping weight 1 lb.... $1.99

$5.98

without batteries

**Plane takes off and maneuvers around tower**

Terrific toy for junior-grade aces. Push controls forward to top speed, see the plane rev up, race along, then wing into the air. Plane does stunts, dives and lands at your control. Fuselage, 8 in. Wing span, 9½ in. Metal. Easy to assemble. From Japan. Uses 3 "D" batteries, order below

79 N 5797C—Shipping weight 3 pounds. .. .....$5.99

"D" Batteries. Shipping weight 4 oz.

79 N 4660 . . . . . Each 16c; 4 for 60c

## They Really Fly!

$3.69

without batteries

$2.99

without batteries

**Remote-control Copter** rises in air, lands on target, rescues 2 plastic men, does stunts. Pilot knob makes copter go forward, back, or hover in the air. 8½-in. plastic. Order 2 "D" batteries below. Shipping weight 1 lb. 11 oz.

49 N 5801. . . . $3.69

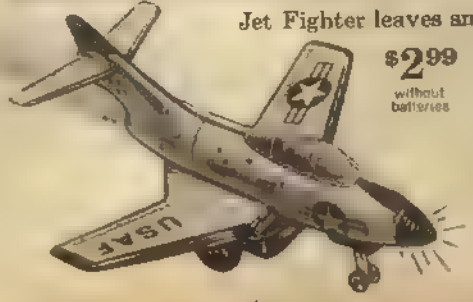
**Twin-tail Falcon** climbs, loops, dives, does stunts via remote push-button control. Light, flexible plastic. 12 in. long. Order 3 "D" batteries below.

49N5813—Wt. 1 lb. 4 oz. $2.99

"D" Batteries. Shipping weight 4 oz.

49 N 4660—Ea . . 16c
4 for . 60c

**Jet Fighter leaves smoke trail . . whines like a jet**




$2.99

without batteries

Jet racin' for action shoots forward at the push of a lever—nose light goes off and on. Automatically stops, makes jet-like noise as exhaust smoke pours from engine, then zooms off again. Nose wheels adjust for direction. Colorful, decorated steel. 11½ in. long. Order 2 "D" batteries above.

49 N 4257—Shpg. wt. 1 lb. 2 oz. $2.99

# INTERNATIONAL AIRPORT

**Hear real airport sounds . . "fire" rockets . . even launch a BOMARC missile with our best 108-piece set $7.98**

Helicopter actually takes off from a wind-up platform. Hear engine noises departures on 33⅓ rpm record. Fire up to 6 rockets from Delta-wing fighter. 27x42 in. polyethylene runway layout; metal terminal building with plastic wings, 2 metal hangers. 10 famous aircraft models, friction motor bus, loading ramp; baggage conveyor; 25 people; 32 other pieces. 3-D plastic.

79 N 5931L—Shipping weight 7 pounds . . . . . Set $7.98

**Fly the helicopter from base . . 75-piece set $5.97**

27x42-in. polyethylene runway layout; metal terminal building with 2 plastic wings, metal hanger, 9 airplanes, baggage conveyor; loading ramp; 25 people, 32 other pieces. 3-D plastic. Not shown.

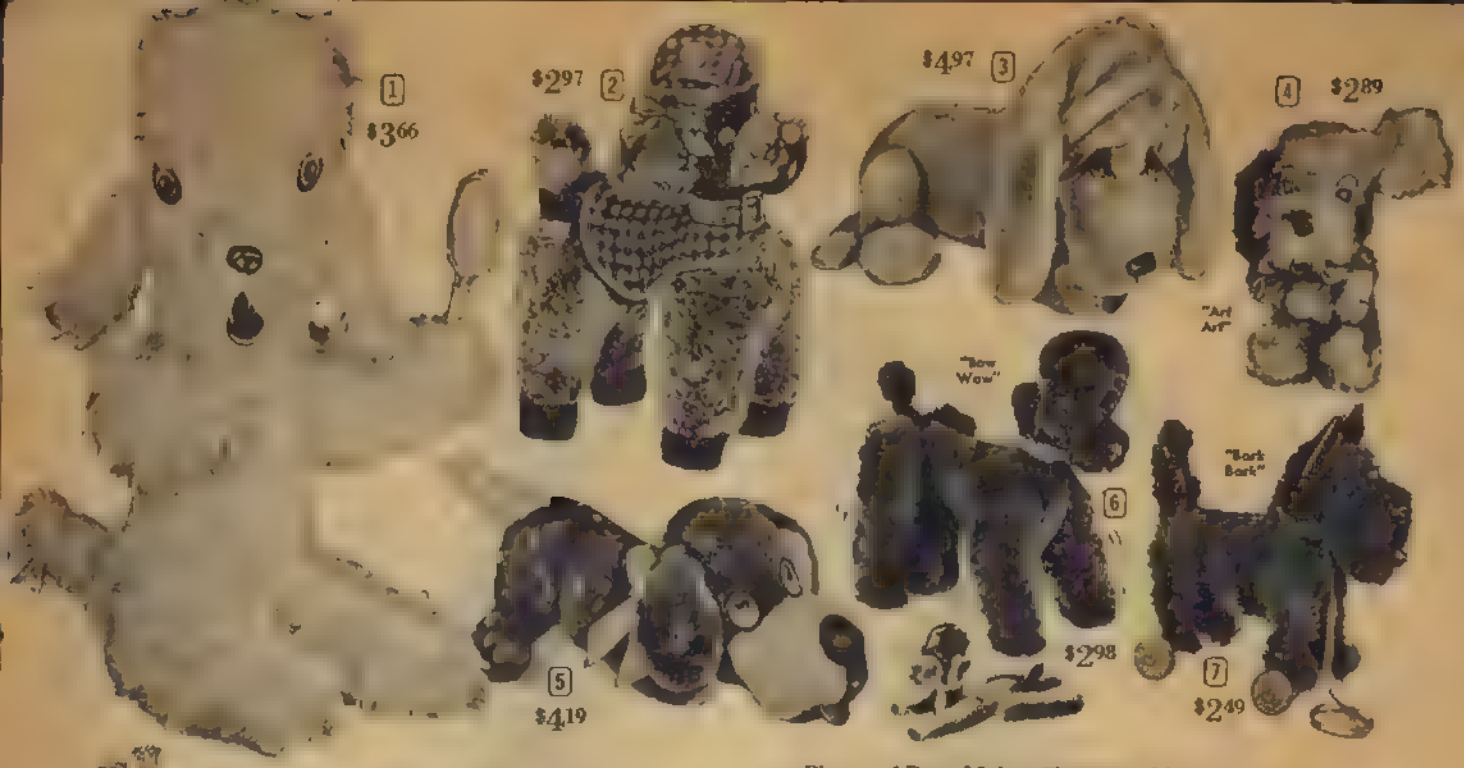
79N5945C—Shpg. wt. 5 lbs. Set $5.97

# CAPE CANAVERAL PROJECT MERCURY

**Place Astronaut in take-apart capsule . . guide helicopter to rescue, lift capsule with winch 50 pieces $4.97**

Move one of the two big Atlas missiles to the launching gantry ready for countdown . . . then "blast off". Launching gantry is about 9 inches tall, Atlas missiles have rubber tips. Spring activated platform fires 3 rockets, each mounted on base. Flying Saucer launcher sends 3 flying discs into the air. 16 technicians. Set also includes colorful metal headquarters building, about 12x12x4 inches wide, with flag and plastic accessories. Figures, accessories, fencing, missiles are all in 3-dimensional plastic.

79 N 5963C—Shipping weight 4 pounds. . . . . Set $4.97




## Plenty of Pups Makes Christmas Merry

1 **Poodle Admires Himself in Make-Believe Mirror**—he's so proud of his handsome rayon plush coat. Rolling eyes, felt tongue, black button nose, fancy collar. Abt. 18 in.
48 T 6607—Ship. wt. 3 lbs. ..... $3.66

2 **Dapper French Poodle** wears removable flannel coat and matching beret with pompon. Silver-tipped rayon plush coat, red felt tongue. Gold color collar around his neck. About 15 in. high
48 T 6599—Ship. wt. 2 lbs. 2 oz. ... $2.97

3 **"Troubles" the Bloodhound** with such a woebegone expression—his forehead is wrinkled with worry. His over-size feet, drooping ears make him so realistic—you expect him to "sniff," "sniff" any minute.
48 T 6618—Ship. wt. 2 lbs. 8 oz. . . $4.97

4 **Sit-Up-'N-Beg Klinker**—the pup that woke Santa up. Plush, foam rubber.
48 T 7111—Abt. 9½ in. Ship. wt. 1 lb. $2.89
48 T 7112—Sitting Klinker. Abt. 11 in. Ship. wt. 2 lbs. ..... $4.89

5 **Such A Gay Young Pup Is Gaylord Dog**—his perky ears can be placed in different positions. Rayon plush, set-i-lock eyes.
48 T 6605—Abt. 19 in. Wt. 1 lb. 5 oz. $4.19

6 **Plush Poodle "Barks" When You Squeeze** each leg—can be posed in many ways as legs are movable (see sketch) Abt. 12 in
48 T 7011—Ship. wt. 1 lb. ..... $2.98

7 **Scotty Scoots About On Wheels**—pull leash Barking voice, stuffed plush body.
48 T 7010—Abt. 12 in. Ship. 1 lb. . $2.49

## Remco SHOWBOAT Theatre

$8.44

8 **Just Like the Old-Time Showboats** that traveled up and down the Mississippi River—now children can produce their own shows on scale model stage. Set up the characters and colorful pre-cut sets, then raise the curtain and present 4 favorite plays: Cinderella, Heidi, Pinocchio and Wizard of Oz—each script written especially for Remco. Plastic boat—NOT a water toy. *Mailable.*
48 T 7499 M—About 24 in. long Ship. wt. 6 lbs. .. .Complete $8.44

## Puppet Theatre $2.79

9 **Children Can Produce Their Own Shows.** Sturdily constructed of heavy cardboard with plastic curtain and back drop. Has convenient extra compartment for storage of puppets. About 26x13¾x54½ in. high. Puppets not included—order at right.
48 T 7225 M—*Mailable.*
Ship. wt. 5 lbs. 4 oz. . . . .$2.79

**Save This Catalog You May Order Toys Until October 1st, 1963.**

## Puppets for Creative and Entertaining Playtime

10 **Play the Record—Have Fun Acting Out Your Own Puppet Show** with Shari Lewis® and her lovable group of talented "actors"—Lamb Chop, Charlie Horse and Hush Puppy hand puppets. They "talk," bow, wave and nod—do your bidding as 33⅓ rpm record plays Shari's own voice. Official puppets have soft vinyl heads. Abt. 10 in. long. Record included Ship wt. 1 lb.
49 T 5632 . . . . . Complete Only $2.39
©1962, *by Torchex Productions, Inc.*

11 12 **Mickey Mouse and Donald Duck Marionettes** with exclusive one-hand control for easy operation. Hands, feet of hard plastic, vinyl heads with painted features, percale and felt costumes. Complete instructions included. Abt. 13 in. tall
(11) 48T5621—Mickey Mouse. Wt. 9 oz. $2.99
(12) 48T5622 Donald Duck. Wt 9 oz. 2.99

13 14 **Marionettes with Patented "Airplane" Control** for ease in animation. Heads, hands, feet of durable tenite. Molded plastic bodies, painted faces. About 16 in.

(13) **Jolly Chimp** loves to "act" for you.
48 T 6625—Ship. wt. 1 lb. ..... .. $4.98

(14) **Charlie Clown** has a moving mouth, life-like red hair, make him bow, sit, dance.
48 T 6624—Ship. wt. 1 lb. ..... .. $6.64

15 **Jerry Mahoney with Two Outfits**—sure to please budding ventriloquists. 32-in professional dummy, two complete outfits—tuxedo—white jacket, black pants, bow tie, black shoes and sport outfit—jacket, green pants, shirt, polka dot tie, white shoes (see small view). One-hand operation moves head, finger control moves his mouth. Printed face instructions included
48T7001M—*Mailable* Wt. 3 lbs. 14 oz. $16.77

16 **4-In-1 Disneyland Hand Puppets** starring Mickey Mouse, his girl friend Minnie Mouse and their two side-kicks, Donald Duck and Pluto. Vinyl heads, percale costumes, squeaker voices. Box with window converts to pretend stage Puppets abt. 10 in.
48 T 6823—Set. Ship. wt. 1 lb. . . . . $3.49

17 **Pinocchio and His Conscience, Jiminy Cricket** are now hand puppets—insert your hand, make them move and "talk." Colorful painted vinyl faces. Abt. 10 in. ea.
48 T 7007—Ship. wt. 6 oz. . . .... Set $1.49

18 **Here Are Those Two TV Rascals, Huckleberry Hound and Yogi Bear** as hand puppets, these famous mischief-makers are dear to everyone. Painted vinyl faces, cloth bodies with perky ties. Abt. 10 in.
48 T 7003—Ship. wt. 6 oz. ..... Set $1.49

19 **Dick Tracy, Cartoonland's Favorite Detective** and Joe Jitsu, his side-kick, act out puppet shows with their actual TV voices on two 33⅓ rpm records. Vinyl faces, painted features. Puppets about 10 in. tall
48 T 6644—Ship. wt. 1 lb. 2 oz. ..... $2.44

20-22 **Change-O-Face Funnies**—new and hilarious idea in stuffed toys. Each funny face is made of Velcro—miracle fabric—just stick on assorted noses, eyes, mouths, eyebrows in any way you wish, you can make hundreds of faces—expressions of laughter, sadness, etc.—just use your imagination. Extra noses, etc. included.
(20) 48 T 6643—Clown. About 21 in.
Ship. wt. 2 lbs. 2 oz. ..... .Complete $5.66
(21) 48 T 6641—Stan Laurel—movie comedian. Abt. 21 in. Wt. 1 lb. 8 oz. . $5.66
(22) 48 T 6642—Oliver Hardy, Laurel's companion. Abt. 18 in. Wt. 1 lb. 11 oz. $5.66

# We Go to the Animal Fair

### MUSICAL MERRIMENT

(1) **Musical Elephant** filled to his trunk with merry melody – wind him up and he loves to make music. Softest stuffed body, rayon plush fur, moving eyes. Swiss musical unit. Ship. wt. 3 lbs.
48 T 7027—About 18 in. . **$4.29**
48 T 7026—About 12 in. tall
Ship. wt. 1 lb. 8 oz. .... .... **3.29**

(2) **Musical Bear** makes a wonderful bedtime companion. Merry rolling eyes, soft brown and gold plush body, cotton stuffed. Swiss music unit plays a soothing lullaby. Ship. wt. 2 lbs. 6 oz.
48 T 7394—About 19 in. [illegible]
48 T 7393—About 12 in. tall
Ship. wt. 1 lb. 8 oz. **2.99**

(3) **Floppy Dog Plays a Tune** when you wind him up—he looks so sad with rolling eyes, felt tongue and pretend tears rolling down his plush cheeks. Pompon nose. Swiss musical unit. Abt. 13½ in.
48 T 6645—Wt. 1 lb. 8 oz.. **$2 99**

(4) **Prize Poodle**—just wind him up, Swiss musical unit plays. Plush coat in real poodle cut, rolling eyes, pompon nose. Abt. 10 in.
48 T 6647—Wt. 1 lb. 8 oz. . **$3 29**

(5) **Cuddly Musical Lamb**—he nods his head to and fro as tune plays. Sweet bouquet on the tip of his nose. White rayon plush, amber eyes. About 9 in. tall.
48 T 6645—Wt. 1 lb. 2 oz.. **.$2.99**

(6) **Jolly Musical Clown**—so tuneful, so colorful, his head turns with the music. Plastic eyes, felt tongue, eyebrows, multi-color clown suit with pompon buttons, big hobo feet. About 15 in. tall.
48 T 6649—Wt. 1 lb. 2 oz.. **$4.99**

(7) **Flip Flop Cat** can be posed in many positions while music plays. Stuffed with lightweight foam, felt eyes. Abt. 15 in. long.
48 T 6648 –Ship. wt. 1 lb. . **$3 97**

### WEE CIRCUS DELIGHTS ALL

(8) **Zany Zoofal of Miniature Animals**—all 12 for only $2.95. Assorted sizes to 4½ in.—they make a fun-filled gift for tots or teens. Midget menagerie includes donkey, rabbit, skunk, elephant, 8 other whimsical stuffed creatures. Imported. Ship. wt. 8 oz.
48 T 7148—Set of 12 **$2 95**

(9) **Fireside Cat**—she's such a pretty thing, curled up so comfy and contented. Rabbit fur, cotton stuffed, glassene eyes. Wt 1 lb.
48 T 7400—Abt. 13 in..... **$2 79**
48 T 7401—Abt. 18 in. long.
Ship. wt. 1 lb. 4 oz..... **$3.79**

(10) **Basket of Nestling Kittens**—soft as silk, resting on satin pillow in gilded reed basket. Luxurious rabbit fur, embroidered noses, cotton stuffed. "Feeding" bottle included. Abt. 5½ in. each.
48T7396–Ship. wt. 1 lb. 10 oz. **$4.99**

(11) **Cocker Spaniel** looks so natural with spaniel markings on his Spanish lambswool fur. Amber eyes, red satin bow. Abt. 9½ in.
48 T 7402 Ship. wt. 1 lb.. **$2.88**

(12) **Pretty Poodle**—so debonair. You'll love to pat her soft lambswool fur coat. Red felt mouth is open—so realistic. Abt. 12 in.
48 T 7399—Wt. 1 lb. 8 oz.. **$4.39**
48 T 7387 About 15 in. high
Ship. wt. 3 lbs. **$5 49**

(13)-(15) **Comical Character Pillows** playtime friends for nursery or dorm. Plush faces, rolling eyes, pompon noses, felt mouths. Cotton filled. Abt. 12 in. Wt. 1 lb 4 oz. ea
(13) 48 T 7417—Clown.... **$1 88**
(14) 48 T 7425—Tiger ... 1.88
(15) 48 T 7416—Panda .... 1.88

(16) **Hold That Tiger** while he holds your nightgown, he's not a bit ferocious. Striped plush, rolling eyes, button nose. Abt. 13 in.
48 T 7341—Wt. 1 lb. 12 oz. **$2.88**

(17) **Plush Polar Bear** enjoys the warmth of your bed, keeps pajamas neat and tidy. Plastic eyes, button nose. Abt. 15 in.
48 T 7340—Wt. 1 lb. 12 oz. **$2.88**

(18) **Spotted Dalmatian Zipper Bag**—faithful companion, give him your pajamas and he will guard them carefully in zippered tummy. Plush, rolling eyes. Abt. 14 in.
48 T 7342 -Wt. 1 lb. 12 oz. **$2.88**

(19) **Frog Zippered Nightie Bag**—his big mouth opens to hold pajamas, toothbrush for over-nights. Or keeps pajamas neatly tucked away on the bed. Plush body, sad-I-lock eyes for child's protection. About 19 in.
48 T 7343– Wt. 1 lb. 15 oz. **$3.88**

(20) **Hippo Nightie Bag**—roly-poly gentleman has zippered mouth, feed him your p jamas. Fine plush, sad-I-lock eyes. Abt. 17 in.
48 T 7344 -Wt. 1 lb. 11 oz. **$3.88**

## Bears' Den—Full of Friendly Bears

(21) **Big Huggable-Size Plush Bear** fits right into your arms—he's so soft and saucy, loves to be loved. Long plush coat keeps him warm. Gold plush paws and muzzle, pompon nose, felt tongue, ribbon around his neck, rolling eyes. About 33 in. tall. Mail.
48 T 6612 M—Ship. wt. 9 lbs... **$4.94**

(22) **Popular Panda Bear**—you'll know him anywhere, he's a favorite of the bear world. So comical, so lovable, with black rolling eyes, big black ears. Red felt tongue, pompon nose. About 23 in. tall. Mailable.
48 T 6615 M -Ship. wt. 4 lbs. . **$2.99**

(23) **Bear Dressed in His Sunday Best**—wears dashing felt vest. Fine plush, stuffed with soft foam rubber. Felt tongue, pompon nose. About 12 in. tall
48 T 6619—Ship. wt. 9 oz..... **$1.99**

(24) **Jointed Growly Bear**—bear noise-maker in his tummy. Move his arms, legs, turn his head. Fine Mohair fur, felt paws, embroidered nose. Imported. Abt. 14 in.
48 T 7122—Ship. wt. 2 lbs. .....**$5 77**

(25) **Cry Baby Bear**—he needs comforting, he may burst into tears any minute. Vinyl face, cotton stuffed, plush body.
48 T 6592–Abt. 12 in. Ship. wt. 1 lb. **$1.97**

## . . . The Birds and Beasts Are Here

(26) **Monkey See, Monkey Do**—now make him do the Twist. Cotton stuffed, with floppy limbs, this comical "beatnik" monkey wears horn-rimmed "glasses," bulky turtle-neck sweater, corduroy pants and felt sandals. About 26 in. tall.
48 T 6637—Ship. wt. 1 lb. 7 oz.. **$4.88**

(27) **Chubby Stinky Skunk**—as sweet as the flowers he holds in his paw. Wears silly straw hat, has vinyl face with endearing grin. Black and white plush fur, cotton stuffed. Abt. 9 in.
48 T 6639—Ship. wt. 1 lb. .... **$2.66**

(28) **Brave Barre** sits calmly on his haunches while nasty bumble bee sits squarely on his felt nose. Plastic eyes with felt eyelashes, plastic bridle, Mexican straw hat hangs jauntily over one ear. Brown plush, cotton stuffed Abt. 16 in. tall
48 T 6636—Ship. wt. 2 lbs. 9 oz.....**$3.29**

(29) **Polly Parrot Perches On Your Shoulder** or on table, chair, bedpost—lightly weighted bean bags are attached to his body to balance him. Squawks loudly when you squeeze front bean bag. Cotton stuffed plush. About 16 in
48 T 6638—Ship. wt. 13 oz. . **$2 97**

**Save This Catalog—All Toys Can Be Purchased Until October 1, 1983. For Wards Revolving Charge see Page 227.**

# Famous REMCO

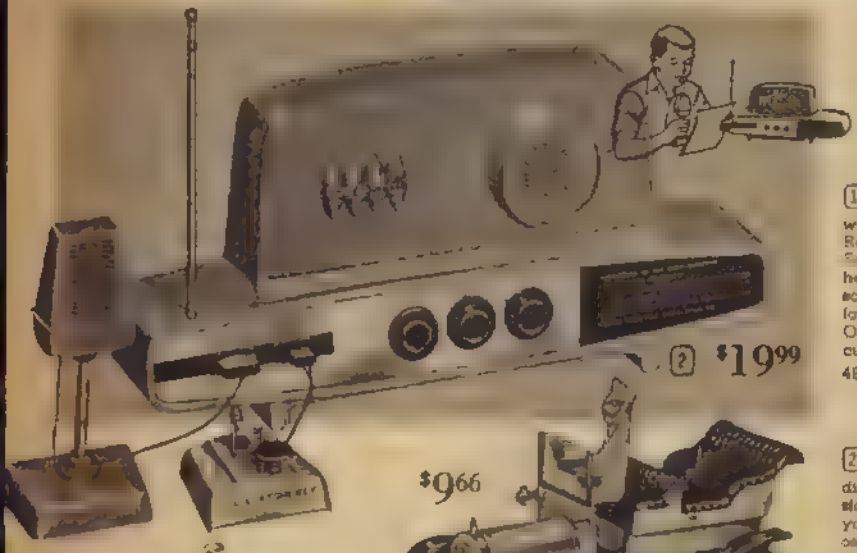
$9.99

## Barracuda Atomic Submarine

- Fires Torpedoes, Atomic Missiles
- Built-To-Scale Submarine Quarters
- Complete Crew of 24 Men Included

[1] **Up Periscope . . . Ready With Torpedoes!** Giant Barracuda noses ahead on concealed wheels. *Not a water toy—play anywhere.* Realistic submarine action: twin propellers turn; "Nuclear Reactor" signal flashes red; warning chime rings in engine room. Spring-loaded missiles automatically fire overhead. Transparent removable deck shows complete interior with scaled workings of an actual submarine. "Crew" of four officers, four frogmen and 16 enlisted men. Also includes frogman's raft. Operates on 4 "D" batteries (not included; order below). Barracuda measures giant 37 in. long.

48 T 2262 M—Ship. wt. 4 lbs. *Mailable*. . . . . $9.99



[2] $19.99

### Caravelle Radio

[2] **Be a Ham Radio Operator** with this genuine wireless radio. Tune in the Caravelle and transmit your voice or code any distance in your own home through your regular radio. Transmission is completely wireless. Monitor your broadcast by hearing your own voice on the loud speaker. Send wireless code with the oscillator telegraph key. Receive local radio programs. Console includes transmitter, table microphone, telescoping antenna, loud speaker and Morse Code booklet. Requires one 9-volt transistor battery (order below). About 22½x10½ in. high.

48 T 2268 M—Ship. wt. 8 lbs. 12 oz. *Mailable* . . . . . $19.99

48 T 2338 X—9-V. Transistor Battery. Ship. wt. 4 oz. . . . Each 79c

$9.66

### The Flying Dutchman

[3] **Take This Classic "Tin Lizzie" Out for a Spin!** U-Control antique car simulates the sounds and styling of an early automobile. Pull on the handle and the Flying Dutchman moves in circles. Release pressure and car stops automatically. Without control line, car can be set to run in straight line or circle. On-Off dashboard switch controls headlight. Sleek yellow and black finish with bright gold-color trim, heavy tread flexible tires. Operates on 4 "D" batteries (not included; order below).

48 T 2261 M—Abt. 19½ in. long. Ship. wt. 3 lbs. 8 oz. *Mail.* $9.66

### Whirlybird Helicopter

[4] **Giant Rescue Helicopter at Work!** Whirlybird taxies along the ground while blades rotate. *Does not fly.* Hoist chain with rescue sling picks up army of 25 men, truck, jeep, tank and artillery piece (all included). Endless play value. High-impact plastic. Over 2 feet long. Rotors about 17-in. diameter. Uses 2 "D" batteries (not included; order separately below).

48 T 2260 M—Ship. wt. 4 lbs. *Mailable*. . . . . $7.66

[4] $7.66

**"D" Cell Flashlight Batteries** for toys on these two pages.

48 T 2339 X—Ship. wt. 4 oz. . . . . Each 18c . . . . . 4 for 60c

## All 4 Sets Only $2.99 ⟶

**Learn to Perform Basic Scientific Experiments**

**Remco's Basic Science Kits—The Thinking Boy's Toy.** Open the door to exciting scientific experiments that provide hours of fun and fascination. Each set contains the pieces necessary to perform a variety of experiments. You get all four science kits for only $2.99. Needs 3 "D" batteries (not included); order above.

**(A) Printed Circuitory Science Kit.** Make your own telegraph set . . . one that actually works . . . other simple devices.

**(B) Optical Illusions Science Kit.** Test yourself and your friends with these amazing experiments in optical illusion.

**(C) Mechanical Physics Science Kit.** Contains necessary materials for simple, but exciting experiments in basic physics.

**(D) Electro Magnetism Science Kit.** Perform lots of fascinating magnetic experiments with electricity.

48 T 2251—All 4 Remco Science Kits (A) to (D) Above. Ship. wt. 1 lb. 11 oz. . . . . Set of 4 Only $2.99

SAVE THIS CHRISTMAS CATALOG. Toys are available until October 1, 1965.

[8] RIDE-ER DUMP TRUCK $4.84

## Horse Van With 3 Horses $4.99

**Deluxe Traveling Stable** for your most prized "thoroughbreds." Rugged auto steel cab and chassis with polyethylene Grille Guard. 10 "Non-Mar" tires. Spring suspension front wheels. Windshield, side view "mirror." Blue Rubber Thoroughbred family with Stallion, Mare and Colt, all durable polyethylene

**Richly Detailed Plastic Van** has bubble top van window, side and back doors with loading ramps, sliding side windows. Horses ride in luxury comfort . . . individual stalls richly appointed. Truck cab red, van beige with red trim

48 T 1590— Abt. 23 in. long with ramp extended. Ship. wt. 5 lbs..... ... **$4.99**

# Toys to Push'n Pull

[8] **Ride-Er Dump Truck . . .** rugged 2-in-1 toy by Structo. Remove seat and it's a heavy-duty dump truck. Red and yellow enameled steel with 6 sturdy rubber tires. Steering wheel actually steers. About 10 in. high, 20 in. long

48 T 1487 —Ship. wt. 8 lbs. . **$4.84**

[9] **14-Pc. Sportsman Camping Set.** Everything for camping trips, hauling jobs. Includes Station Wagon, Camper Truck with Boat, Pick-up Truck, Racer Trailer with Racer, Convertible, U-Haul, Horse Trailer with Horse, Camping Trailer, Boat Trailer with boat, Jeep. Die-cast metal, colorfully enameled; polyethylene accessories. Vehicles with trailers abt. 10 in. long overall.

48 T 1509—Wt. 2 lbs. 4 oz. Set **$3.49**

[10] **4-Piece Farm Set . . .** many big scale models of real farm equipment. Sturdy steel construction with lasting baked enamel finish. Die-cast metal TRACTOR has finger-tip steering, rubber exhaust muffler, rugged tread rubber tires. Gleaming red finish. Abt. 8½ inches long. Steel TRAILER hitches to tractor. Tailgate opens and closes, rubber tires. Bright red finish. About 9 in. long overall. Two-bottom Plow with adjustable low bar, rubber tires. Adjustable single row Disc. Bright green enamel. Discant 7 in. wide. Ship. wt. 3 lbs.

48 T 1589 4 Pc. Set **$3.74**

48 T 1595—Tractor Only. Ship. wt. 1 lb. 10 oz. Only **$1.49**

[11] **International Harvester "Scout"** *It's 5 vehicles in 1!* Snap on one cab, it's a pick-up truck; another, it's a station wagon or delivery truck. Take off the top and doors, lay the windshield forward and the Scout is ready for the roughest jobs. Adjustable pusher blade attaches to move dirt or snow. Detachable doors, rear tailgate that opens and closes for loading.

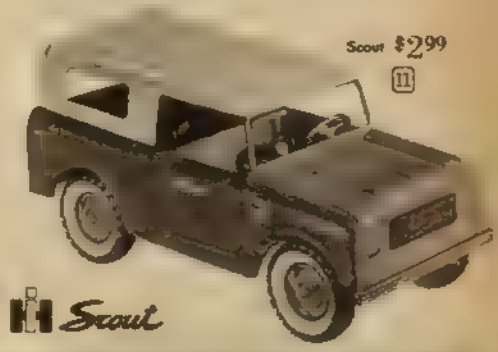
**Rugged Heavy-Gauge Steel** takes lots of hard use. Pieces interchange easily. Authentically detailed with dash board, gear shift, seats and steering wheel. Deep-tread rubber whitewall tires. Bright red enamel finish with white tops, trim. About 9½ in. long

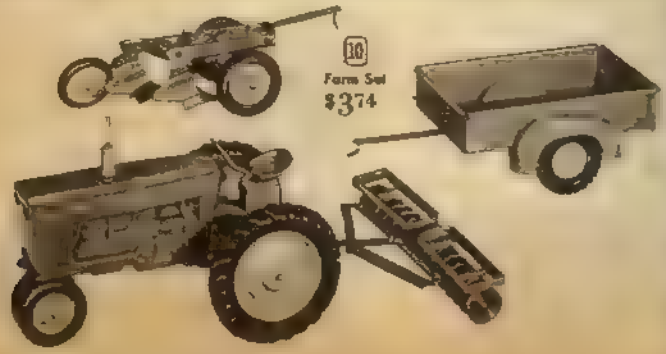
48 T 1588—Ship. wt. 2 lbs. 10 oz. .. **$2.99**

[12] **Giant Dump Truck, Over 30 In. Long!** Extra big, extra sturdy . . . built for the toughest hauling jobs. Modern, streamlined design will thrill every young construction engineer. Rugged cab has visible silver-color motor, twin headlights, grille, exhaust pipe and mounting fenders. Cab and trailer unhitch completely, turn easily and smoothly on revolving hitch plate. Trailer has three-position hand crank for loading and unloading. 10 big realistic-looking tires with heavy-traction treads roll smoothly over any terrain. Unbreakable polyethylene plastic takes many hours of hard play. Bright orange with silver-color trim.

48 T 1263 M Ship. wt. 4 lbs. 4 oz.. **$4.99**

**SAVE THIS CHRISTMAS CATALOG! You Can Order Wards Wonderful Toys Until October 1, 1963. And Remember, For Shopping Convenience Use Your Wards Charge Account.**



### Friction motor propels Racer

[1] Scale model of a midget Mercedes Benz racer runs along floor with a push. Sturdy metal with rubber tires, nickel plated hub caps and exhaust pipes. Plastic driver. 10 in. Japan.
49 N 9420—Wt. 12 oz. **88c**

### Hook and Ladder has real siren

[2] Modern fire engine arrives at the "scene" with a push. Has strong friction motor. Siren sounds, 10-in. ladder raises and lowers by turning hand cranks. Metal. 14 in. Japan.
49 N 9421—Wt. 12 oz. **88c**

# TOY SPECIALS

# 88¢ ea.

## Buy More and Save

any 3 or more each 83c

### 11-inch Fashion Model . . choice of 4 extra outfits

[3] Rooted Saran hair, painted features. Wears cotton knit sweatsuit, high heels. Moving vinyl head, arms. Plastic body, legs.
49 N 9401—Doll only. Shpg. wt. 6 oz. **88c**

**Extra outfits for above.** Wt. each 3 oz.
(A) 49 N 9402—Tutu, ballet slippers. **88c**
(B) 49 N 9403—Tailored cotton dress **88c**
(C) 49 N 9404—3-pc. sport outfit **88c**
(D) 49 N 9405—3-pc. slack ensemble **88c**

### Long Tom Cannon shoots 8 plastic shells

Mobile field cannon has pull-out breech loading, push-button spring-action firing. 4 heavy-duty tires, flexible axles. Sturdy, break-resistant plastic. 13 in. long.
49 N 9422—Shipping weight 12 ounces.....**88c**

**10-inch Baby Doll.** Drinks, wets, cries when squeezed. Vinyl, movable head. Wears diaper, carries bottle.
49 N 9406—Wt. 10 oz... **88c**

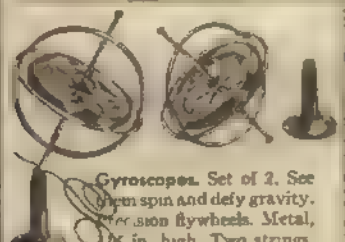
**15-inch Playpen Doll.** Soft, cotton-stuffed. Colorful fabric body. Plastic face, cotton yarn tuft of "hair."
49N9411-Shpg. wt. 12 oz.**88c**

**Remote Control Squad Car.** Siren sounds, light flashes as it goes. 8-in. steel. Order 2 "D" batteries
49 N 9438—Shpg. wt. 10 oz.. .**88c**
49N4660-"D" battery.Wt.4 oz Ea.16c

**17-piece Tea Set.** Service for 2. White plastic cups, saucers, cutlery, 5-in. plates. Pink sugar bowl, creamer, pitcher. Paper napkins
49 N 9409—Wt. 1 lb. 11 oz. Set **88c**

**4-piece Cleaning Set.** Pink metal sweeper with wood handle, 21 in. high. Hand brush, plastic dustpan, cute vinyl apron.
49 N 9410—Wt. 1 lb. 4 oz. .Set **88c**

**20-inch Wood Doll Cradle.** Easy assembly. Order mattress set below
49 N 9407—Shpg. wt. 2 lbs... **88c**
**Mattress, Pillow Set.** Padded vinyl.
49 N 9408—Wt. 9 oz.....Set **88c**



**Gyroscopes.** Set of 2. See them spin and defy gravity. Precision flywheels. Metal, 3¾ in. high. Two strings, 2 pedestals. Instructions
49N9415-Wt. 11 oz.Set **88c**

**Mini-Tools.** Set of 5. Die-cast metal box, wrench, pliers, screw driver, 5-in. ball peen hammer, monkey wrench. All really work
49 N 9414—Shpg. wt. 7 oz. Set **88c**

**Milk Bottle-Hammer Set.** Polyethylene. 8½-inch bottle holds stringing cord, clothespins, spools. 9-in. hammer shakes bright beads.
49 N 9413—Shpg. wt. 8 oz.,Set **88c**

**14-pc Jungle.** Lions, tigers, bears, kangaroos, penguin, reindeer, palm tree, etc. Hand-painted plastic miniatures. Made in Hong Kong.
49 N 9412—Wt. 14 oz.....Set **88c**

**Binoculars.** Styled like adult's model. 3-power lenses. Center focusing wheel. Black pebble-grained plastic. 5 inches long.
49 N 9416—Shipping wt. 6 oz..**88c**

**Counting Jump Rope.** Automatic counting dial in red plastic, handle tallies every jump up to 50. 7-foot long braided rope.
49 N 9417—Shipping wt. 10 oz. **88c**

**Magic Gun shoots a roll of plastic-coated paper 5 feet . . then recoils itself automatically. Reload lever. Durable plastic. 10 inches long.**
49 N 9418—Shipping wt. 6 oz . **88c**

**Little Orby climbs walls, mirrors, smooth surfaces. Pull string powers suction-cup wheel. 5-in. plastic.**
49 N 9419—Shipping wt. 3 oz. **88c**

$9.45

## Our Biggest Tool Kit

**45 pieces, including saw with 4 blades, brace, screwdrivers $14.99**

Big 2-foot square steel wall cabinet has a special place for every tool . . helps keep them organized and ready for use. Includes saw with crosscut, metal-cutting, pruning and hack-saw blades, coping saw drill with 9 bits; brace; claw hammer; T-square; folding rule; level screwdrivers, chisels; pliers, block plane 3 wrenches auger bit "How-to-do-it" manual. Order combination below, and save.

79 N 1514C—Shipping weight 16 pounds.....$14.99

**Combination.** *Save $2.45* on 45-pc. tool set and bench at right.

79 N 1554L2—Shpg. wt. 43 lbs. *Separately priced. $24.44*. . . Set $21.99

### Sturdy Work Bench

Finest western pine, sanded and all edges milled smooth. Work and shelf top of heavy ¾-inch hardboard. Has 5x3-in. metal woodworking vise, drawer, lower shelf and 8-hole tool rack. Pull-out stop on drawer. 32x16x28 inches high. Bolt-together assembly.

79 N 1511L—Shpg. wt. 27 lbs. $9.45

### 33-piece Tool Kit $8.99

Steel wall cabinet opens to 18x18 inches—has place for each tool. Includes saw, hammer, level, pliers, coping saw, chisels, 3 wrenches, hand drill with 9 bits, block plane, T-square, ruler. Do-it-yourself Manual included.

79 N 1512C—Shipping weight 9 lbs..... $8.99

**Combination.** *Save $1.95* on 33-piece tool set and work bench at left.

79 N 1555L2—Wt. 36 lbs. *Separately $10.44*. Set $16.49

### 18-piece Miniature Pocketool Set $3.99

They're small . . only 4 to 6 inches long, but they actually work. Die-cast metal in gleaming silver-color finish. Claw hammer, ball pein hammer, saw, drill and 3 screwdrivers have heavy plastic handles. Pliers, combination square, wrench, 4 open-end wrenches, 4 box wrenches complete the set.

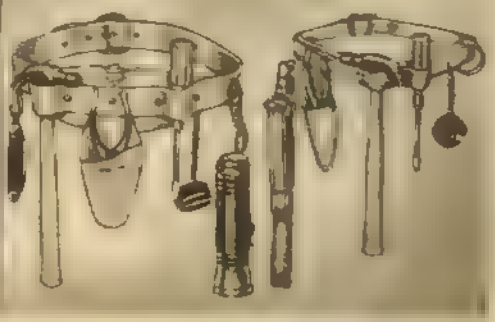
49 N 1538—Shipping weight 1 pound 8 ounces .$3.99

### 23-piece Carpenter's Set $4.99

Low priced . . yet gives you all the tools needed to do most any junior carpenter's job. Set includes a 10-inch level, 15-inch saw, hammer, forged pliers, screwdriver, 3 open-end wrenches, T-square, block plane, brace and bit, coping saw with 3 blades, sand block, sandpaper, pencil and ruler. All in a sturdy 16x8x2¾-inch red steel box. 24-page woodworking manual.

49 N 1503—Shipping weight 6 pounds. . . . . Set $4.99

### Carry your tools to the job . . just strap on a Leather Tool Belt



**Our Best, 15 pieces.** Leather belt, tool holster. Regular, Phillips screwdrivers, 2 pliers, hammer, knife, tape, 3 wrenches, rule, pencil, flashlight (order 2 "D" batteries at right). Fits waists 22–30 in. Wt. 2 lbs. 12 oz.

49 N 1552.....Set $5.88

**7-pieces.** Includes leather belt, flashlight (order 2 "D" batteries below), screwdriver, jackknife, pliers, friction tape on chain and hammer. Belt fits waist sizes 22 to 30 inches. Shipping weight 2 pounds 8 ounces

49 N 1516.....Set $3.99

**"D" Batteries** for flashlights above and left. Wt. each, 4 oz.

49 N 4660—Each 16¢; 4 for. . . 60¢

**5 pieces.** Leather tool belt with loops. Includes screwdriver, pliers, friction tape on a chain and hammer. Belt with play "lineman's" strap fits waist sizes 22 to 30 inches. A fine outfit for the younger handyman. Shpg. wt. 2 lbs. 2 oz.

49 N 1517.....Set $2.99

**21-pc. Mechanic's Set.** Includes 11-pc. socket-wrench set, flat file, screwdriver, forged pliers, 6-ft. flexible metal rule, "dog bone" wrench, oil can and 10½-in. hammer. Metal tool box is 12x5x3 inches.

Shipping weight 3 lbs. 14 oz.

49 N 1501. . . Set $3.99

**12-pc. Tool Kit.** Includes hammer, block plane, saw, screwdriver, T-square with inches marked on it, 12-in. ruler sandpaper, sanding block, pencil, wrench. Red, white and blue tool box. 24-page woodworking manual. Shpg. wt. 3 lbs.

49 N 1502 Kit $2.99

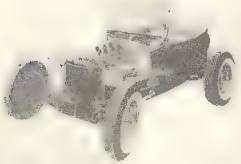
## "THE SHOWBOAT" DRAGSTER

**REVELL**

Authentic ½ scale model of Tommy Ivo's $13,000 four engine dragster. Has detailed frame, Buick engines, drag sticks, drag chute pack and many other authentic details including decals.

Pkd. 12, wt. 7 lbs.

| No. | | Retail |
|---|---|---|
| H-1285 | ⊛ | $2.00 |



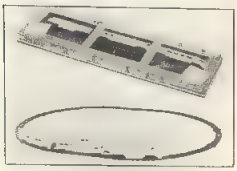
## TWEEDY PIE

**REVELL**

Highly detailed Chevy V-8 engine with chrome speed equipment, metal axles and chromed reverse wheels, '32 ford frame, many "T" features and authentic decals.

Pkd. 12, wt. 7 lbs.

| No. | | Retail |
|---|---|---|
| H1286 | ⊛ | $2.00 |



## H.O. PASSENGER TRAIN

**TICO**

Set contains a diesel locomotive (Battery powered), vista dome coach and observation car . . . in silver color. Included are 12 snap together track sections that make a complete unit of 10 feet of track. Train operates forward and reverse with on and off control switch. Packed in window box.

Pkd. 6, wt. 8 lbs.

| No. | | Retail |
|---|---|---|
| 920 | ⊛ | $3.00 |

## '41 WILLYS

**REVELL**

1/25th. scale kit includes one-piece body, turnable front wheels, opening doors, '60 Olds engine, opening trunk, Drag sticks, bucket seats, etc. Authentic decals. A NHRA record holder.

Pkd 12, wt. 7 lbs

| No. | | Retail |
|---|---|---|
| H1287 | ⊛ | $2.00 |

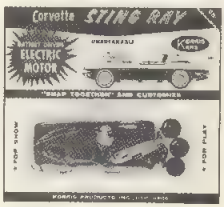
## PT 109 KENNEDY'S TORPEDO BOAT

**REVELL**

Realistic model, in perfect scale, boasts two 50 cal. machine guns, 20mm antiaircraft gun, authentic decals, base and nameplate. Action figures include J.F.K. With detailed map of collision and rescue.

Pkd. 12, wt. 7 lbs.

| No. | | Retail |
|---|---|---|
| H-310 | ⊛ | $2.00 |




## CORVETTE STING RAY

**KORRIS**

Unbreakable polyethylene parts snap together. No tools or glue. Electric motor on pen light battery. Built-in crash switch automatically stops when striking a solid object.

Pkd. 144, wt. 30 lbs.

| No. | Retail |
|---|---|
| 6300 | $1.00 |

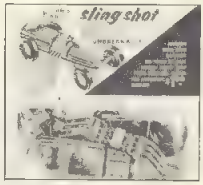
## BOBTAIL "T"

**LINDBERG**

A motorized Hot Rod kit that assembles into a custom 16 inch long Speedster. Motor drives rear wheels, stick shift actually operates, headlamps light and many other authentic parts. Operates on 2 "C" batteries, not included.

Pkd. 4, wt. 18 lbs.

| No. | | Retail |
|---|---|---|
| 690M | ✱ | $10.00 |




## SLING SHOT DRAGSTER

**KORRIS**

Easily assembled by children of all ages. Engine has 6 carburetors and 8 exhaust pipes. Complete with electric motor and built-in inertia switch which shuts off on impact. Can be raced with or without motor. Instructions enclosed.

Pkd. 12, wt. 2 lbs.

| No. | Retail |
|---|---|
| 1000 | $1.00 |

## GO-CART WITH ELECTRIC MOTOR

**KORRIS**

Battery powered motor. Polyethelene parts snap together, complete with driver and crash helmet. Starts when driver is pushed down, stops on impact. Size: 6 x 3½ x 3½ inches high. Bubble packed on display card.

Pkd. 144, wt. 35 lbs.

| No. | Retail |
|---|---|
| 1500 | $1.00 |

## AERO JET STREAK

**STANZEL**

Jet propelled plane that's easy to fly and completely safe, powered by harmless gas. Ready-to-fly, comes complete with replaceable motor, propellent, filler attachment, etc. In window box.

Pkd. 12, wt. 16 lbs.

| No. | | Retail |
|---|---|---|
| AS90 | ★ | $5.00 |

## ELECTROMIC "COPTER"

**STANZEL**

Takes off vertically, flies backward, forward and stunt maneuvers. Battery powered, push button controlled. Made of hi-impact plastic with life like plastic pilot and other figures. Copter has pick-up hook for rescue. In display box.

Pkd. 12, wt. 8½ lbs.

| No. | | Retail |
|---|---|---|
| EC80 | ★ | $4.00 |

## ELECTROMIC SUPER FLASH

**STANZEL**

Takes off, climbs, dives, loops, flies inverted and makes 3-point landings. Made of hi-impact plastic, has 14 inch laminated wings. Powered by flashlight batteries, 6 foot cables with push button controls.

Pkd. 12 wt. 8½ lbs.

| No. | | Retail |
|---|---|---|
| EF-40-S | ⊛ | $3.00 |

## RAF DAY FIGHTER

**WEN MAC**

A pilot ejects from the cockpit, activated by 3rd control line. Powered by the Hot Shot with Rotomatic starter. Engine turns up 20,000 rpm. Features nose cannon, wing guns, tinted canopy, removable engine cowl, tricycle gear. Famous Rotomatic starter. Starting and flying instructions engraved on wings and fuselage. Wingspan 21½ inches; fuselage length 21 inches.

Pkd. 4, wt. 40 lbs.

| No. | | Retail |
|---|---|---|
| 153 | ★ | $10.00 |

## ACCESSORY KIT

**WEN MAC**

Contains 1½ volt energized starter-battery, ½ pint Fuel, plastic pouring spout and fueling tube, battery connector clip and wire, multi-purpose engine wrench plus finger grip control handle and linen lines.

Pkd. 12, wt. 22 lbs.

| No. | | Retail |
|---|---|---|
| 602 | ★ | $3.00 |

## PROPELLENT

**VICTOR STANZEL**

Pressurized gas for powering Aero-Jet Streak. Non-inflammable, clean, harmless, power for up to 100 flights. 8-oz. lithographed can.

Pkd. 12, wt. 8 lbs.

| No. | | Retail |
|---|---|---|
| AP92 | ★ | $1.50 |

## L-4 GRASSHOPPER

**COX**

Observation and artillery liaison plane. Authentic and beautifully detailed down to the rivet heads and military markings. Easy starting, a dependable flier. Large 17½ inch wing span, enclosed fusealage, powered with Cox .049 engine, with control handle and line.

Pkd. 4, wt. 5 lbs.

| No. | | Retail |
|---|---|---|
| 7200 | ★ | $8.00 |

## ACCESSORIES KIT

**COX**

Kit includes super-powered battery, clean-burning Thimble-Drome Glow Fuel, filler-cap with built-in stainless steel strainer, plastic filler hose, a set of line snaps, and a wrench. Battery wires are permanently connected to Glow Head clip for positive contact every time. In window box.

Pkd. 24, wt. 30 lbs.

| No. | | Retail |
|---|---|---|
| 880 | ★ | $3.00 |

## AIRPLANE DISPENSER DEAL

**TESTOR**

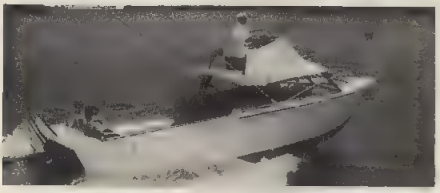
4 dozen Go-Hi, 1 dozen Dart, 1½ dozen Little Dipper with metal dispenser.

Pkd. 1, wt. 9 lbs.

| No. | Retail Value |
|---|---|
| 57X | $20.10 |

# See how much more Revel offers... just for fun!

**¾" solid Philippine mahogany planking--yours with Revel's spectacular 28' Revelation!** Finest hull afloat...yet this outstanding feature costs less than many other boats of ordinary design! Sleeps 4. Power-packed V-8 210-HP engine with finger tip controls, hydraulic clutch collector exhaust muffler — many more deluxe extras at standard price. Compare before you buy! Also with plywood and lap strake (Sea Skiff) hull construction..... from **$6898.**



**Revel's 28' Fisherman includes flying bridge, dual station controls!** Sporting at its (split-) level best! Dependable, responsive power for long cruises... smooth, quiet operation for undisturbed trolling. Base price also includes galley, dinette, fresh water system, all unmatched features as her sister ship above. Sleeps 4. Lap strake (Sea Skiff) hull construction. ...from **$7645.**

**Luxurious 30' Reveliner--at 35 mph, runs flat...won't slap!** Collector silencers... three-piece vibration-free windshield — the only disquieting feature about the Reveliner is how soon you can come aboard! Arrange a Revelcruise soon. Optional twin screws to 420-HP. Sleeps 6. Luxurious mahogany and honey pearl interior decor. In plywood, lap strake (Sea Skiff) or solid Philippine Mahogany planking..... from **$8795.**

**26' Revel Empress makes light work of heavy seas!** Custom Revel detailing throughout for sea-going performance and fun you must experience first-hand to appreciate! Her 210-HP Chrysler V-8 marine engine really takes charge, develops speeds to 35 mph. Yet there's no "flexing" or bottom ripple even when the going gets rough! Sleeps 4 in foam-cushioned luxury. Choice of plywood or lap strake (Sea Skiff) construction ...from **$5795.**

**More fun per foot, per boating dollar...all down the line!** See the 23' Revel Queen Outboard — compactly designed, yet sleeps 4, priced from $2995... and the 25' Revel Family Cruiser — with V-8 power, from $4995. both on your Revel dealer's easiest pay plan ever. See him today **just for fun** — the unmatched fun that is yours with Revel Craft!

REVEL CRAFT MANUFACTURING COMPANY

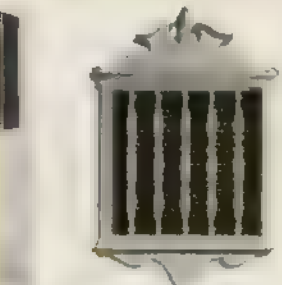
DEPT. MB , BOX 20, ARNOLD, MD. (adjacent to Annapolis)

**Nutone Supreme**

3646E2997—Lime Oak or Ebony cover
Long brass tubes. Motor self-starting clock movement and 8 notes for front door and 4 notes for rear door and one note for third door. Transformer included. Size 9"x9"x48". Shipping wt. 12 lbs. Specify finish.
Retail $49.95

**Nutone "Mayfair"**

4135E822—Mayfair Chime
4136E537—Six or more
Walnut or Lime Oak finish cover and rear panel with gold colored tubes. Two notes for the front door, one note for the rear door. Specify finish. Size 7¾"x11¾"x2". Ship. wt. approx. 2½ lbs.
Retail $8.95



4625E123—Rittenhouse "Provincial"
4626E837—Six or more
Beautifully executed cabinet work in a Wine Antique Finish or a rich Pewter Finish. Graceful curves and spacious arcades and oval musical openings provide a balance of added quality and charm. Size 7¾"x11". Chimes 2 notes for front door, one note for rear door. Ship. wt. 2½ lbs. Specify finish.
Retail $10.95

4631E81—Nutone "Future"
A modern chime with plastic cover and No. Tone lifetime finish available in walnut or finish or white. Two notes for front door, one note for rear door. Available in ivory and gold or Copper White and Silver. Specify finish. Size 7"x11". Ship. wt. 2 lbs.
$7.95

3855E2697—Chorale Chime
A chime of new elegance with rich, exquisite tone. Walnut or Desert Sand cover. 3 notes for front door and Gold anodized tubes. Sounds 4 or 8 notes for front door, one note for rear door different note for third door. Size 7¾"x16⅛"x3½". Transformer included. Specify finish. Ship. wt. 6½ lbs.
Retail $34.95

**Nutone Chorale**

**Nutone "Coronet"**

3644E1102—Coronet Chime
3644/3E1017—Three or more Walnut or Lime Oak finish cover with three Satin Brass tubes. Two notes for front door and one note for rear door. Size: 8¼"x2⅞"x 30½". Ship. wt. 6 lbs. Specify finish.
Retail $16.95

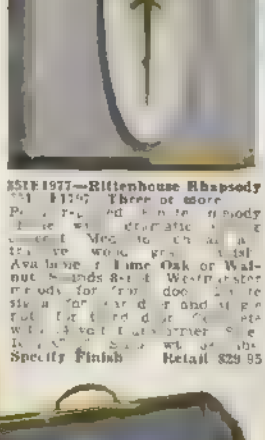
**Nutone Pre-Vue**

4111E513—"Pre-Vue" Chime
4111/8E477—Six or more
Nutone's exclusive 2 note door chime with Optical Lens Viewer. Wide angle lens offers clear view of entire doorway area. Complete privacy for viewer. Gold anodized double window frame with charcoal plastic push button outside. Smartly styled Oyster White or Walnut finish cover in design. Specify Finish. Chime cover 1⅝"x3⅛"x 7⅞". Nameplate 3¼"x2¾"x4⅜". Fits all doors ⅜" to 2" thick. Ship. wt. 1½ lbs.
Retail $7.95

4641E321—Rittenhouse "Bel Air"
4641,6E837—8 x or more
Melodious twin chords for the front door, two single notes for the rear. Light beige finish with wooden grille and decorative metal. Size 10"x7½". Ship. wt. 4 lbs.
Retail $13.95

**Nutone "Mt. Vernon"**

465E712—Mt. Vernon Chime
465/6E657—Six or more
Colonial elegance reproduced in hammered brass. Two pleasant notes for front door and one note for rear door. Size 7"x11½". Ship. wt. 2½ lbs.
Retail $10.95



3515E1977—Rittenhouse Rhapsody
3516,6E1978—Three or more
Provincial styled Rhapsody chime with dramatic arch effect. Mellow chimes with decorative wrought iron finish. Available in Lime Oak or Walnut finish. Sounds 8-note Westminster melody for front door and 4-note melody for third door. Operates with 24 volt transformer. Size 14"x7". Ship. wt. 6 lbs. Specify Finish.
Retail $29.95

**Nutone Jefferson Wall Chime Clock**

4128E639—Colonial walnut clock and chime with Provincial Walnut wood cabinet and long brass tubes. Both Nutone chime and self-starting electric clock operate on 24V transformer (transformer included). Selector switch for 8 or 4 notes for front door. Note for rear door different single note for third door. Westminster selection. Size 11"x16"x6". Ship. wt. 13 lbs.
Retail $39.95

**Nutone "Jewel"**

2832E647 Jewel Chime
2832,6E648—Six or more
Colonial cover is cast in plastic with Walnut or Limed Oak finish. Beautiful satin brass finish tubes. Two notes are sounded for front door, one for rear door. Size 7"x8"x3". Ship. wt. 2 lbs. Specify finish.
Ret. $9.95

**Embossed Brass**

**Wood Box**

1399F1985—Attractive farm scene 18¾" long, 14¾" high, 13¾" wide. Ship. wt. 17½ lbs.
Mfr's. Sugg. Retail $29.95

**Solid Brass Over Wood Frames**

**Umbrella Stand**

2038F1200—Charming old English scene. 22⅛"x10"x21". Ship. wt. 11 lbs.
Mfr's. Sugg. Ret. $17.95

**Waste Basket**

2039F800—Attractive Old English scene. 8¼"x8¼"x 13½". Ship. wt. 6 lbs.
Mfr's. Sugg. Ret. $11.95

**Magazine Rack**

1579F1150—Roomy 2-compartment holder with attractive farm scene 14"x13" high. Ship. wt. 8 lbs.
Mfr's. Sugg. Retail $16.95

**F.O.B. New York**

**Solid Brass Planter Hod**

2835F1467—Serves as coal scuttle or log holder for the fireplace, or as a large planter. Brass-plated finish. Size 15" dia. Ship. wt. 7 lbs. F.O.B. New York. Mfr's. Sugg. Retail $24.95



**Dramatize Home Charm with a Fine Door Chime**

*Cars that race at scale speeds up to 200 MPH*
*. . that spin, skid, and fishtail like real*

# ALLSTATE Slot-racing made by Strombecker

## Hour-glass 6-in-1 Road Racer Set

**$29.97** cash NO MONEY DOWN

- Ferrari Testa Rosa and "D" Jaguar with headlights that work for night driving
- Hump and obstacle tracks test your skill
- Lane changer track adds more excitement
- 19 feet of track in all . . so you can duplicate any of 6 famous speedway layouts

Squeeze trigger on remote controls and your car streaks away. You set the speed—speedometer is on the control. It still takes lots of skill to hold the lead. Great fun to watch . . more fun to run.

Two motorized racers are 1/32 scale, about 5⅜ in. long. 2 rheostat pistol-grip controls. Track includes 12 curved, 4 straight, 1 obstacle, 1 hump and 2 lane-changer sections. All plastic with metal conductors. 12 wooden trestles, 12 fence sections, 6 figures. Also decals, body putty, lubricant, 2 extra stock car shells, customizing kit (poles, banners, car numerals), Road Race booklet. Twin-circuit powerpack has circuit breaker. UL approved, 110-120-v, 60-c AC.

49 N 9628—Shipping weight 9 pounds 8 ounces. Set $29.97

## Sebring Road Race with torque-control and lap counter

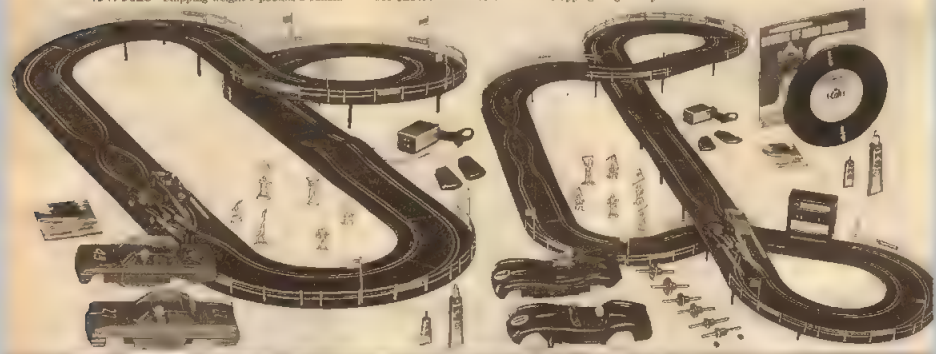
**$39.97** cash NO MONEY DOWN

- Hot Jaguar XKE and famous Berlinetta with headlights that light up to give you the thrills of night driving
- Lap counter stand keeps track of each car's laps
- 33⅓ rpm record "Sound of Road Racing" puts you in the picture, you hear the real excitement of the race
- 25 feet of track recreates famous Sebring Raceway

Line up both cars, squeeze the pistol-grip rheostats . they're off and into the first turn. Torque control (acceleration) and over-all top speed varies by changing gears. Drive cars through the day . . at night headlights light the way. Go over and under 2 bridges as laps click off. Grit your teeth and hit a lane-changer track.

Two motorized cars . . 32 scale, about 6 inches long . . 2 rheostat control units. Track includes 14 curved, 6 straight, 2 obstacle, 1 hump and 2 lane-changer sections all plastic with metal conductors. 12 wooden trestles, 14 fence pieces, 6 trackside figures. Also decals, body putty, lubricant, 2 extra steel gears, 2 car shells (Ferrari Testa Rosa and "D" Jaguar) customizing kit, Road Race booklet. Twin-circuit powerpack UL approved for 110-120-volt, 60-cycle AC.

49 N 9631 Shipping weight 12 pounds . . Set $39.97



# Standard Scale Road Race Accessories

**Car Kits for standard Strombecker Racing Sets** in this catalog. 1/32 scale. Body of tough molded plastic. Frame of plastic and metal with realistic rubber tires. Fast, long-running motor. Cars are easy to assemble. About 5 to 5½ inches long
Shipping weight each 8 ounces.

1 **Ferrari Berlinetta.** 49 N 9641. $2.94

2 **Jaguar XKE.** 49 N 9644 $2.94

3 **Indianapolis-style Racer** 49 N 9645.....$2.94

4 **Corvette.** 49 N 9647 $2.94

5 **Cooper Formula I.** 49 N 9646. $2.94

**Cars for Eldon Racing Sets** in this catalog ½₃ scale. Plastic and metal, rubber tires. Strong motor. Fully assembled.

**Models for Selectronic Set** 79N9638C. 5 in.

6 **Stock Chevy.** 49 N 9689—Shpg. wt. 8 oz.....$2.97

7 **Stock Thunderbird.** 49 N 9690 Shpg wt. 8 oz $2.97

8 **Models for Over and Under Set** 49N9513. About 4 in. long. Shipping weight 8 oz.
White Racer. 49 N 9695..$1.88
Red Racer. 49 N 9696..$1.88

**Cars for standard Marx Racing Sets** in this catalog 1/32 scale. Rugged body of molded plastic rides on plastic and metal frame. Ribbed rubber tires. Powered with strong, fast motor. Cars are sent to you fully assembled and ready to race. Shipping weight each 8 ounces.

**Models without headlights.** About 5 in. long

9 **Martin.** 49 N 9555 $3.44

10 **Jaguar** 49 N 9554 $3.44

**Models with operating headlights.** About 6 in.

11 **Mercedes Benz.** 49 N 9556 $4.97

12 **Jaguar XKE.** 49 N 9557 $4.97

**Accessories for standard Strombecker Sets.**

13 **Straight Track.** 12½ in. Pkg. of 2. 49 N 9596—Shpg. wt. 14 oz. Pkg. $2.27

14 **Curved Track.** 11-in. sections. Pkg of 2. 49 N 9597—Shpg wt. 14 oz. Pkg $2.77

15 **Two Lane Changer Tracks.** 12½ in. long 49 N 9659 Shpg. wt. 11 oz. Pkg $2.97

16 **Lap Counter.** Automatically records up to 99 laps for each car. Building, track incl. 49 N 9635—Shipping weight 1 lb.. .$5.44

**Accessories for standard Eldon Racing Sets.**

13 **Straight Track.** 5⅜ in. long section. 49 N 9508—Shpg. wt. 4 oz. . .Each 39c

14 **Curved Track.** 7 in. long. No fence. 49 N 9509 Shpg. wt. 6 oz. . .Each 59c

17 **Six Trestle Posts.** For crossover Plastic. 49 N 9662 - Shipping wt. 4 oz. Set 77c

18 **Lap Counter.** Records up to 50 laps. Keeps count no matter which lane car is in. 49 N 9637—Shipping weight 1 lb.. $2.44

**Accessories for standard Marx Racing Sets.**

13 **Straight Track.** 7½ in. long Shpg. wt. 6 oz. 49 N 9593 Each 59c

14 **Curved Track.** 11 in No fence. Wt. 6 oz 49 N 9595 .Each 59c

15 **Two Lane Changers.** 9 in. long. Wt. 10 oz 49 N 9660 .Pkg. $1.97

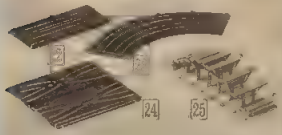
17 **Six Trestle Posts.** Plastic. Shpg wt. 5 oz. 49 N 9664 . Set 94c

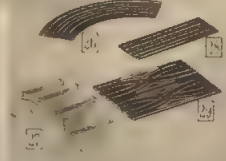
19 **Hump Track,** 7½ in long Shpg wt. 8 oz. 49 N 9661 ..... 94c

20 **Repair Pit Turnouts.** 4 pcs. Shpg. wt 1 lb 49 N 9629.. Pkg $3.44

21 **Le Mans Start Track.** 4 pcs. Shpg wt 1 lb. 49 N 9663. .Pkg. $3.64

# HO Scale Accessories



## For Marx and Lionel HO Sets

22 **Marx 6-in. Straight Track.** Wt. 3 oz. 49 N 9665–Each 49c

**Lionel Straight Track.** 9 in. long. Wt. 3 oz. 49 N 9669–Each 38c

23 **Marx Curved Track.** 9 in. long. Wt. 4 oz. 49 N 9666–Each 57c

**Lionel Curved Track.** 12 in. long Wt. 3 oz. 49 N 9676–Each 48c

24 **Marx Lane Changer.** Two. Wt. 6 oz. 49N9667 Pkg. $2.44

**Lionel Lane Changer.** Pkg. of 2. Wt. 6 oz. 49N9677 Pkg. $1.57

25 **Marx Trestle Posts.** Set of 8. Wt. 6 oz. 49 N 9668 . Set 88c

**Lionel Trestle Posts.** Set of 6. Wt 2 oz. 49 N 9678.. Set 94c

## Track and Cars for Aurora HO Road Racing Sets

26 **Curved Track.** 9 inches long. 49N9681–Wt. 3 oz. Each 47c

27 **Trestle Posts.** Plastic Set of 6. 49 N 9680–Wt. 2 oz. Set 77c

28 **Straight Track.** 9 inches long. 49N9679–Wt. 3 oz. Each 37c

29 **Lane Changer.** Package of 2. 49N9682–Wt. 6oz. Pkg $1.66

Powered by the Stirling Moss Thunder-Jet 500 motor, these beauties race up to 600 scale miles per hour. They're plastic and metal with rubber tires. Each about 2¾ inches long.

30 **Corvette Sting Ray.** 49N9683–Wt. 2oz. $2.27

31 **Jaguar XKE Hardtop.** 49N9684–Wt. 2oz $2.27

32 **Indianapolis Racer.** 49N9685–Wt. 3 oz. $2.27

33 **Thunderbird Convertible.** 49N9686–Wt. 2oz. $2.27

# ROAD RACE SETS

...cars 2 to 2¾ inches long

## The fastest cars in the world are in this AURORA Road Race Set

With 15 ft. of track and lap counter **$19.97**

- Powered by Stirling Moss THUNDER-JET 500 motor
- Indy-styled racers hit 600 scale miles per hour
- Change lanes, brake to quick stops . . go in reverse

You're blazing down the long, elevated straightaway. Brake down for that first curve. Out of the second curve, you're on the lightning-fast downhill straightaway. Watch it! That next curve comes up fast. Brakes! Your opponent just cut you off at the lane changer. Through the sweeping low curve you're right behind him. He's pulling away on the uphill straightaway. He spins. Hit your brakes! Now's your chance. Give it the gun.

Two Indianapolis type racers, 1 red, 1 cream. Plastic and metal with rubber tires. Two rheostat controls—turn steering wheel to increase or decrease speed. Built in speedometer, too. 18-volt power pack UL approved for 110-120-volt, 60 cycle AC. Track layout about 4x6 feet. Eight curved, 12 straight sections with 2 lane changers and automatic lap counter. Plastic trestle posts, guard rails and start finish pylon build up kit

49 N 9636—Shipping weight 7 pounds 8 ounces ..... $19.97

## AURORA Over-and-under Set with THUNDER-JET 500 Stock Cars

With 12 ft. of track **$16.88**

You're bumper to bumper down the long, fast straightaway. Brakes! There're two quick turns ahead. Now gun it. You're on the uphill sprint for the first elevated curve. Too fast. You spin. Throw it in reverse to straighten out. Now the top curve, a sweep downhill, two fast turns and you're flying down the home stretch. You're going to take him.

Two realistically crafted 1963 stock cars are Buick Riviera and Thunderbird. Both plastic and metal with rubber tires. Two rheostat controls with brake and reverse. Steering wheel controls speed. Built-in speedometer. UL approved 18 volt power pack (110-120 volt, 60-cycle AC)

Two-lane track makes layout about 3x4-feet long. Includes 8 curved and 8 straight sections. Plastic trestle posts and guard rails add to the road race realism.

79 N 9687C—Shipping weight 8 pounds ..... $16.88

# Race with the best

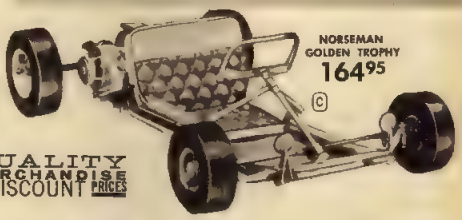
Ⓐ **74.50 SPEED MOBILE**

Ⓑ **BERBRO MARK IV RACER.** Powered by 2½ HP Clinton A-400 Panther motor. Automatic clutch, simplified drive, recoil starter. Safety brake. Seat pad. Low center of gravity. Rear ball bearing, front gra-foil wheels—8x1.75 wide tread semi pneumatic tires. Welded 1" tubular steel chassis, metal seat back, fire wall. Black enamel finish. Front axle spring mountings 20x24x57" long 40" wheel base, 23½" tread, 2¾" clearance. To about 20 MPH. No money dn.
98 B 0502F—Shipping weight 70 lbs. FOB Rhode Island. . . 92.50

Ⓒ **NORSEMAN GOLDEN TROPHY.** Pneumatic tires. Timken bearing front wheels. 1" spring steel live axle. Adj. sprocket hubs. Split type sprocket. Engine mounts. 47" wheel base. 2" clearance. 32" tread. See motor, cushion below. FOB Minn.
98 B 4303F—Shpg. wt. 90 lbs. No money down. . . . . 164.95
98 B 4308K—SEAT CUSHION. Shipping weight 4 lbs. . . . . 10.99
**West Bend De Luxe Engine.** 6 8 displacement, counter clockwise rotation. 2 cycle. Recoil starter.
98 B 4304K—Shpg. wt. 12 lbs. 8 oz. No money down . . . . . 74.95

Ⓐ **SPEED MOBILE.** A budget priced cart—packed with features. Fast racer built to hug the ground. Engineered for top performance, easy operation and safety. Powered by a 2 2 HP motor that's built to deliver speed. Has automatic type steering. Operates forward and reverse. Hand brake and dual foot brakes for greater stopping safety. Covered seat. Nylon bearing wheels with 10x1.75 semi pneumatic tires provide smooth rolling over all terrain. Sturdy welded steel angle iron frame—solid motor mount. Overall length is 6'. Shipping weight 76 lbs. Shipped by Railway Express.
98 B 0602E—No money down. A real value . . . . . 74.50

Ⓑ **BERBRO MARK IV 92.50**



Ⓒ **NORSEMAN GOLDEN TROPHY 164.95**

QUALITY MERCHANDISE at DISCOUNT PRICES

Ⓓ **NORSEMAN THUNDERBOLT 119.95**

Ⓔ **JUNIOR KART 69.88**

Ⓕ **JR. NORSEMAN APACHE 29.95 LESS ENG. & MOUNT KIT**

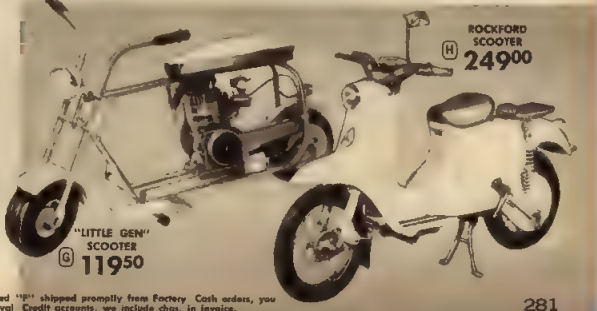
Ⓓ **NORSEMAN THUNDERBOLT.** With clutch-engine mounting kit. Dual hand brakes. Front-rear cowlings. Timken type bearings. 10..350-4 pneumatic tires. Demountable wheels. 62" long overall. 50" wheelbase. 16" height. FOB Minnesota. No money down on our American Credit system.
98 B 4301F—CART. Shpg. wt. 95 lbs. . . 119.95
98 B 4302F—2½ HP Clinton engine for above. Shipping weight 26 lbs. . . . . 35.95
98 B 4309K—CUSHION. Shpg. wt. 4 lbs. . . . 10.99

Ⓔ **JUNIOR MOTORIZED KART.** A real pro styled racer for ages 8 to 14 years. Automotive steering, foot throttle. Hand brake. Automatic clutch, sprocket—chain drive. 8x1.75 semi-pneumatic tires. Heavy gauge welded tubular steel frame. 50" long overall. 37" wheel base. 16" high. Clinton A-400 2½ HP engine with governor for low top speed—specify 2 or 4 cycle. FOB Minnesota.
98 B 4311F—Wt. 55 lbs. No money dn. . . 69.88

Ⓕ **JUNIOR NORSEMAN APACHE.** Big value junior kart kit! Takes live load weight of 240 lbs. 8x1.75 semi pneumatic tires. Heavy steel tubing. 5' long. 28" wide. 2' high. FOB Minnesota.
98 B 4305F CART. Shpg. wt. 48 lbs. . . . . 29.95
98 B 4307F—ENGINE 2 HP, 4-cycle rope starter. Shipping weight 29 lbs. 29.95
98 B 4306K—ENGINE MOUNT KIT. Shipping weight 7 lbs. 8 oz. 14.95

Ⓖ **"LITTLE GEN" MOTOR SCOOTER.** A sparkling red beauty with sealed beam lights. 2½ HP engine. Fully automatic transmission clutch. 10" pneumatic tired wheels. Comfortable seat. It's easy to operate—just push down with toe to go and with heel to stop. Tubular all welded steel frame. Goes 30 MPH—100 MPG. 50" long overall with 36" wheel base and 21" seat height. Install front fork pin. Shipping weight 65 lbs. FOB Indiana
98 B 7601F—No money down . . . . . 119.50

Ⓗ **ROCKFORD MOTOR SCOOTER.** A sporty model single cylinder, 2 stroke forced air cooled engine with 4.88 cu. in. capacity, 6.5 to 1 compression ratio. 3.6 HP—25 MPH speed, can go 45 MPH. Automotive type internal expanding brakes. Automatic transmission. Double coil spring suspension. Ignition key switch. Oversize muffler. Stop light. Tool compartment. Safety stand. Multi beam headlight. Horn and mirror. Handsome cream and coral finish. Shipping weight 210 lbs. FOB Illinois.
98 B 4206F—No money down . . . . . 249.00



Ⓖ **"LITTLE GEN" SCOOTER 119.50**

Ⓗ **ROCKFORD SCOOTER 249.00**

**SHPG NOTICE.** Items keyed "F" shipped promptly from Factory. Cash orders, you pay shpg. charges on arrival. Credit accounts, we include chgs. in invoice.

NO MONEY DOWN USE OUR AMER CAN CREDIT SYSTEM

# Authentic Western Saddles Individually Custom-Built

Tree Western Saddles . . . designed and individually custom-built by genuine Craftsmen . . . In a Saddlery where expert workmanship is a fine tradition. No assembly-line production here.

Each saddle is built to exacting specifications and finished to perfection. Western designed and built for hardest service. Completely guaranteed against all defects in workmanship and materials. All Hide Covered trees used in saddles are unconditionally guaranteed for a period of 5-years, (from date of manufacture), against ANYTHING a horse can do to them!

Quick Change Buckles (where indicated) makes it extra easy to change stirrup length in no time flat.

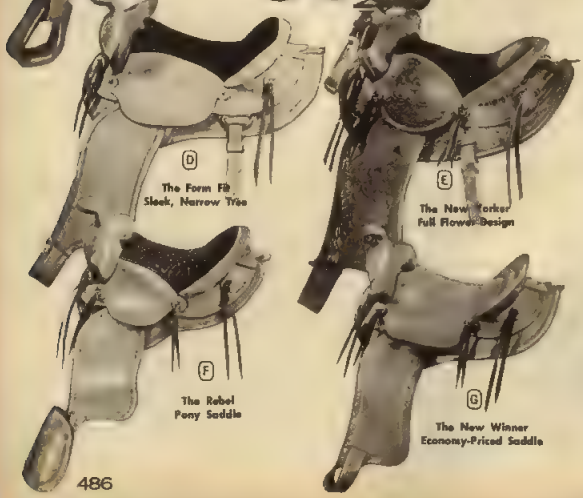
All saddles mailed promptly from Saddlery in Tennessee.

**A DE LUXE RODEO CHAMPION.** The ultimate in style and riding pleasure. Hand tooled to exacting specifications and finished to perfection. Built on an award winning quarter horse tree, perfectly balanced with a high flat horn. A saddle that's at ease in the cutting ring, the roping chutes or on the range. Perfect as an Award Saddle. Full Quarter Horse Roper tree, best hide covered. 15" seat, 13" front. High two-rope horn, 3" cap, 2½" cantle, with 2" cheyenne roll. Hand polished solid bronze rigging plates and dees. Full hand tooled trim with rough out chocolate brown seat. Sheep lined skirts, 28x13". Fenders 18½x8¼ with 3" stirrup leathers and Blevins buckles. 17 strand, triple bar, single diamond mohair cinchs. 3x3" bell bottom carved stirrups. Light oil and wax finish. Specify ¾, ⅞ or full double rigging.
**06 B 9060F**—Shpg wt. 44 lbs. FOB Tennessee. No money down . . . . . 274.00

**B THE CALIFORNIAN.** Semi-Quarter Saddle. New modernized Ellensburg Tree, Best Hide Covered. 14½" seat, 13" front, 2½" comfort cantle, 1½" cheyenne roll. Hand polished bronze flat plate rigging, in ¾ double position. Hand tooled, borderless trim. Sheep lined Skirts 26½x13". 17½x8¼x2¼" Fenders with covered and carved 2½x3" stirrups, with Quick Change buckles. 15 strand, triple bar, mohair 1¾" flank cinch. 1¼" off billets, 1½" flank billets, 1¼" tie straps. Light oil and wax finish, with cream-yellow padded seat. Shpg wt 28 lbs. FOB Tenn.
**06 B 9061F**—Complete. No Money Down. . 164.00

**C THE OUTRIDER.** Outstanding value! Full man-sized saddle. Popular wide bar Tree. Deep dish 2¼" comfort cantle, CC, not guaranteed for roping. ¾" rig, with solid bronze rigging plates, fenders equipped with 2½" Quick Change Buckles, one piece leathers, 1¼" billets. Slotted for back rig. 28x12" semi-square Skirts, sheep lined. Russet finish, full flower stamp. Wt. 28 lbs. FOB Tenn.
**06 B 9051F**—No Money Down. . . . . 74.00

**Flank Cinch set up,** including billets, for above.
**06 B 9052F**—Wt. 2 lbs. FOB Tenn. . . . . 6.50




**D THE FORM FIT.** New form fit Tree, CC, very sleek and narrow. 15" seat, 13" front, 2¼" comfort cantle, deep dish, with 1½" cheyenne roll, flat 2½" horn. Rigging: ¾ double, with hand polished bronze flat plates, with slotted skirt and bronze back rig plate. 25x11" sheep lined skirts. 7¼x15" fenders, 2¼" stirrup leathers, with Quick Change Buckles. 16 strand, single bar, cotton cinchs, with 1¼" flank cinch, 1½" tie strap, 1½" off billets, 1½" flank billets. 2¼x2" stirrups, metal bound, with leather foot pad. Wheel design trim with rough cut chocolate brown padded seat. Light oil and wax finish. Russet.
**06 B 9057F**—Wt. 25 lbs. FOB Tenn. . . 84.00

**E THE NEW YORKER.** Little Wonder. CC. Tree 15" seat, 14" front, 2¾" comfort cantle. ¾ flat plate, bronze rigging plates. 1½" flank strap. 28½x13½" sheep lined skirts. 17½x18¼" fenders, with 2½" stirrup leathers, Quick Change Buckles. 16 strand single bar cotton cinchs, 1½" flank strap. 1½" off, 1½" flank billets. 3x2" stirrups, metal bound, with leather foot pad. Medium oil finish. Russet. Full flower design.
**06 B 9053F**—Wt. 28 lbs. FOB Tenn . . . . . 94.00

**06 B 9054F**—Matching Bridle. Wt. 2 lbs. . . . . 10.50

**06 B 9055F**—Match Breast Collar. Wt. 2 lbs. . . . . 11.50

**F REBEL PONY SADDLE.** Built on 11x8", CC Tree. Light-medium skirting leather with contrasting roughout padded seat. ¾ flat plate skirt rigging, single. Full hooded stirrups. Russet.
**06 B 9058F**—Wt. 20 lbs. FOB Tenn. . . . . 49.00

**06 B 9059F**—Matching Bridle. Wt. 2 lbs. . . . . 6.00

**G NEW WINNER.** Economy price, all new design. 14x12". CC Tree. 2½" comfort cantle, wide spread. ¾ single, flat plate, hand polished bronze rig plates. 11x24" Calif. style, sheep lined skirts. 16x7½" fenders. 1¾" stirrup leathers, to buckle. 15 strand single bar, cotton cinchs. 1½" tie strap, 1½" billets. No. 12 wood stirrups 2x2". Light oil and wax finish. Rope wheel design. Russet. Shpg. wt. 22 lbs. FOB Tenn.
**06 B 9056F**—No Money Down. . . . . 57.00

**GUARANTEE**

All Royalist instruments are fine roughly tested regulated and adjusted to insure quickly performance and fully guaranteed against defects in material and workmanship.

# Royalist GUITARS

**Fine instruments, fully guaranteed. With deluxe features as steel reinforced necks, silkem neck cord, pick, and complete course of self-instruction lessons. Cases of simulated leatherette covered chipboard.**

**A760**—Flat top, full standard size 24" x 19"
60608F1480 - Guitar. . . . . Ret. 23.50
60609F1965 — Guitar with case. Ret. 32.00

**A782**—Flat top, large size 39¾ x 15½
60610F1996—Guitar . . . . . Ret. 32.50
60611F2648 — Guitar with case Ret. 43.50

**A790**—Jumbo "Western" guitar 42" x 16".
60612F2436 - Guitar. . . . . Ret. 39.75
60613F3215 — Guitar with case . Ret. 52.75

**A768**—Nylon string guitar for 'classic style playing and accompanying folk singing. 36" x 13¼". Mahogany color with blond top.
60614F2193 - Guitar Ret. 39.50
60615F2843 — Guitar with case Ret. 50.50

**A798**—Auditorium arched guitar, profession style 41" x 15¾". Shaded mahogany finish
60620F2193 - Guitar . . . . . Ret. 39.50
60621F2843 —Guitar with case . Ret. 50.50

**A799**—Same as A798 but in ivory blond finish
60622F2193 - Guitar. . . . . Ret. 39.50
60623F2843 —Guitar with case .Ret. 50.50

**A802**—Cutaway with real professional styling. 42" x 16" finished in shaded mahogany
60624F4170 - Guitar. . . . . Ret. 69.50
60625F4950 — Guitar with case Ret. 82.50

**A803**—Same as A802 but in ivory blond.
60626F4290 - Guitar. . . . . Ret. 71.50
60627F5070 — Guitar with case Ret. 84.50

**A828**—Professional, deluxe cutaway guitar—our finest instrument Easy action neck, hand inlaid Seasoned spruce and maple, celluloid bound edges. Shaded mahogany finish is hand rubbed and polished; measures 42" x 17"
60628F6600 -Guitar Ret. 110.00
60629F7380 — Guitar with case Ret. 123.00

# Royalist UKULELES

**Fine musical instruments with nylon strings, ivory button pegs are patented non-slip style. Complete with pick and self-instruction course.**

**Concert Uke**

**A554**—21½" x 7" in highly polished, shaded finish with striped edges and sound hole
60637F647 -Ukulele Ret. 9.95

**Baritone Uke**

**A561**—29¾" x 10" in dark mahogany Tuned like a guitar with dep mellow tone
60638F1797 -Baritone Uke Ret. 29.95
60639F2284C—Bari Uke with case Ret. 37.50

## ROYALIST BANJOS

**True tone of America's historic instruments in 4-string (tenor) and 5-string (long neck) models. Built with hardwood shells, bright plated metal parts, calfskin heads; and equipped with pick and self-instruction course. Cases of simulated leatherette covered chipboard**

60643F3597 -Tenor Banjo Ret. 59.95
60644F4860 —Above with case Ret. 81.00
60645F3597 -5 String Banjo Ret. 59.95
60646F4860 —Above with case Ret. 81.00

## ROYALIST MANDOLIN

**A1010**—Lute style mandolin in mahogany color finish with striped edges. Supplied with pick and self-instruction course. Chipboard case.
60647F1735 — Mandolin. . . Ret. 29.75
60648F2205 —Mandolin with case Ret. 36.00

# Royalist ELECTRIC GUITARS

**Built in pickups and separate volume and tone controls. Multiple pickup models have selector. Necks are slim metal reinforced and have easy action fingerboards. Equipment includes special electric strings, neck card, pick and full course of self-instruction lessons. Cases of simulated leatherette covered chipboard.**

**E7601**—Full size electric guitar. In shaded mahogany color finish 24" x 13".
60616F2810 —Guitar Ret. 48.50
60617F3420 —Guitar with case Ret. 57.00

**E7751**—Arched electric guitar with latest thin body styling in gleaming maroon finish shaded to jet black. Measures 41" x 15½"
60618F4050 —Guitar . Ret. 67.50
60619F4740 —Guitar with case Ret. 79.00

**E7752**—Like E7751 but two pickups and switch.
60630F5370 —Guitar . Ret. 89.50
—Guitar with case Ret. 101.00

**Cutaway Electric Guitars** like high priced professional but at real down to earth prices. Shaded mahogany or blonde finish and with single or double pickups. 42" x 16".

60632F5670 - Single Pickup
Guitar, Shaded . . . . . Ret. 94.50
60633F6990 —Double Pickup
Guitar, Shaded . . . . . Ret. 116.50
60634F5730 —Single Pickup
Guitar, Blonde . . . . . Ret. 96.50
60635F7110 —Double Pickup
Guitar, Blonde . . . . . Ret. 118.50
60636F780 Case for Guitar . . Ret. 13.00

# Royalist GUITAR AMPLIFIERS

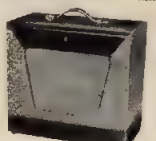
**Give your electric guitar that big professional sound. Choose the model to suit your requirements.**

**AC-DC Model**

**A575**—Royalist Amplifier for either AC or DC electric current. Three tubes, 6½" speaker and 3 inputs (2 for instruments and 1 for voice microphone). Has on-off switch and volume control Sturdy wooden cabinet 13" x 12".
60640F2385—Amplifier Ret. 39.75

**A585**—Big amplifier features—at low cost. Heavy duty 12" speaker, sturdy 15" high cabinet, 3 tubes in beam power circuit, 3 inputs, volume control and on-off switch.
60641F3650— Amplifier Ret. 59.95

**A558**—Royalist tremolo amplifier for professional sound. 12" speaker and special 4 tube circuit, equivalent of 6 tube performance. 3 inputs for electric instruments and voice microphones Smooth volume control, wide range tone control and variable tremolo control.
60642F6338— Amplifier . . . . Ret. 97.50



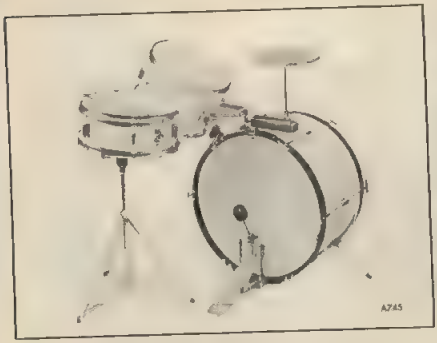

**A670**—Deluxe amplifier, 7 tubes, heavy 12" speaker, two channels with 4 inputs and advanced vibrato circuit variable in both speed and intensity. Ideal for any combination of instruments and microphones Big sturdy cabinet is leatherette covered and measures 18" high, 20½" long and 9¾" deep.
60649F8800 -Amplifier. . . . . Ret. 159.95

## Guitar Mike Attachments

**Convert any non-electric guitar to big professional sounding electric. Do not mar instrument**

**A615**—Mike that fits any arched top guitar.
60650F1080 . . . . . Ret. 17.95

**A620**—Mike that fits any guitar with flat top and round sound hole.
60651F1080 . . . . Ret. 17.95



# Royalist DRUM OUTFITS

**All Royalist drums are made with molded plywood shells, bright plated metal parts and professional features. Choose from the wide range listed below with confidence that whatever your choice, the value is tops.**

**A5641—STANDARD DRUM OUTFIT.** A good starter set with all the fundamentals necessary. Drums in white lacquer finish, calfskin heads and bright plated hardware in single tension style. Outfit includes 5" x 13" snare drum, 12" x 22" bass drum, all accessories and self instruction book.
60581F7800 —Outfit . . . . . Ret. 129.50

**A745—DELUXE PROFESSIONAL DRUM OUTFIT** with separate tension drums and tunable tom tom, with triple flange chrome hoops and white pearl finish shells. Heads are newest extra strong nonstretch mylar. Outfit includes complete set as pictured above including 5½" x 14" snare drum, 9" x 13" tom tom, 14" x 22" bass drum all accessories and self instruction book.
60582F19500—Outfit . . . . . Ret. 325.00

**A743**—Same as A745 Outfit but without the Tom Tom and Tom Tom Holder.
60583F15600—Outfit. . . . . Ret. 260.00

## ORCHESTRA AND PARADE DRUMS

A2050

**A2050**—Orchestra Snare Drum with 5" x 13" white lacquer shell and calfskin heads, single tension hardware and throw-off snare strainer. With sticks and self-instruction book.
60584F1778 —Drum . . . . . Ret. 29.50

A2081

**A2081**—Parade Drum with mahogany finish shell, natural hoops and calfskin heads, single tension rods, adjustable snare strainer 14" shell, 10" high without the hoops. With stick, canvas sling and self-instruction book.
60585F2670 —Drum . . . . . Ret. 44.50

## DRUM STARTER OUTFIT

**F02050**—Ideal outfit for own pleasure or beginner (Add a Bass Drum later and have a complete set.) Contains white snare drum No. A2050, practice pad, drum stand, brushes, sticks, instruction method and carry-all case of hard fibre.
60586F3370 —Drum Outfit Ret. 54.50

F02050

A570

## MUSIC STANDS

**A5600**—Black finish. Adjusts from 41" to 60" Folds to 21"
60587F195 —Stand Ret. 3.10

**A570**—Deluxe stand, nickel plated, with zipper closing bag. Adjusts 36" to 60", folds to 17".
60588F438 —Stand with bag . . Ret. 7.30

A5600

## METRONOMES

**A5558** — Standard metronome. Mahogany finished wood 7½" high
60589F998 . . Ret. 15.95

**A5600** — Pocket size metronome with unbreakable plastic case 4½"
60590F882 Ret. 13.50

A5558

# Royalist BAND INSTRUMENTS

**ROYALIST CLARINETS** are standard Bb Boehm system with 17 keys and 6 rings—all keys and rings of nickel silver. Furnished with deluxe plush luggage style case, swab, cork grease, music lyre and self-instruction course.
**AR565**—Royalist Ebonite Clarinet Outfit. Excellent value, and assures proof from cracking.
60591F6596 —Clarinet Outfit Ret. 119.50

**AR570**—Royalist All Wood Clarinet Outfit of African Grenadilla, like most expensive clarinets.
60684F7150 —Clarinet Outfit Ret. 129.50

**AR572**—Royalist Artist Model Wood Clarinet Outfit is our best quality. From special, selected Grenadilla wood. Truly professional.
60592F11475 —Clarinet Outfit Ret. 195.00

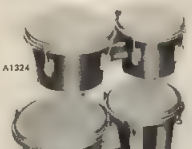
**Royalist Saxophones** have latest styling and deluxe quality features, making them the best of values. Finished in clear lacquer with bright nickel keywork. With deluxe plush lined luggage style case, swab, cork grease, music lyre, neck cord and self-instruction course.
60593F16770 Alto Sax Outfit Ret. 279.50
60594F20970 —Tenor Sax Outfit Ret. 349.50

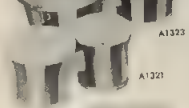
**AR577**—Royalist Flute Outfit is standard Boehm system in key of C with closed G # key. Furnished with deluxe plush case, cleaning rod and self-instruction course.
60595F7500 -Flute Outfit . . . Ret. 125.00

### ROYALIST TRUMPETS, CORNETS AND TROMBONES

Handsome instruments, sturdily made and accurately pitched. Engraved brass, clear lacquered. Standard key of Bb, complete with plush case, oil, music lyre and self-instruction course. Deluxe instruments have nickel silver trim, hand ground valves and deluxe luggage style cases.
60596F5100 —Trumpet Outfit Ret. 94.50
60685F6073 -Deluxe Trumpet Outfit . . . . . Ret. 109.50
60597F6073 —Deluxe Cornet Outfit . . . . . Ret. 109.50
60598F7475 —Deluxe Trombone Outfit . . . . . Ret. 135.00

**AR7250**—**ROYALIST BUGLES**—Standard U. S. Regulation brass bugle in key of G with slide change to F, 18" long. Silver plated mouthpiece and self-instruction course.
60599F883 —Bugle . . . . Ret. 15.75


A1324


A1323

A1321

## ROYALIST LATIN RHYTHMS

### BONGOS

**A1321**—STANDARD SIZE WOOD BONGOS two tone with goatskin heads 4¾" and 5½" and carved sides for gripping. Self-instructions.
60600F527 —Bongos . . . . Ret. 10.00

**A1322**—WOOD BONGOS in professional size. Heads 5½" and 7¼". Includes self-instructions.
60601F742 —Bongos . . . . Ret. 13.50

**A1323**—TUNABLE bongos of two tone hardwoods with heads 6½" and 8". Self-instructions.
60602F1767—Bongos . . . . Ret. 31.95

**A1324**—DRUMMER STYLE PROFESSIONAL TUNABLE bongos with chrome plated parts. Choice of gold, red or blue sparkle pearl. Heads 6½" and 8". Self-instructions.
60603F1793 —Bongos Ret. 29.95

### CONGA DRUM

**A6336**—Almost 2 feet long, hardwoods in two tone. Shoulder strap and instructions.
60604F1197—Conga Drum Ret. 19.95

### CARVED WOOD MARACAS

**A6321**—Deluxe, carved from solid wood, hand decorated and lacquer polish finish.
60605F248 —Maracas . . . . Ret. 4.50

### BONGO INSTRUCTION BOOK

**A551**—Big 16 page instruction manual showing how to play bongos.
60606F65 Bongo Book . . . . Ret. 1.00

### 12" LP BONGO RECORD AND BOOK

**A552**—Big 12" LP record and clearly illustrated book. Best method yet for learning.
60607F220 Record with book . . Ret. 3.95


A6321

A592 A6336

# ROYAL

A New Kind of Portable—Designed for the Present and the Future

# FUTURA 800

*First and Only Portable With All The Practical And Convenience Features of The Standard Office Typewriter*

89.95 Tax Paid

Compare the Royal Futura feature by feature with other portables • Exclusive Touch Control® • Full Standard Keyboard with 44 Keys • Automatic Ribbon Reverse • Line Meter • Automatic Line Finder • 1-2-3 Line Spacing • Two-color Ribbon and Stencil Cutter • Variable Line Spacing • Shift Lock with Right and Left Releases • Uniform Multiple Scales • Smart Custom Fitted Dust Cover • Instruction Book • Exclusive Cushion Packing for Damage-Free Shipment • and many more features. Specify: Merit Pica or Merit Elite Type *Specify* Cocoa Gray or Blue. Shp. wt. 22 lbs.

31 B 1502R—Elite **89.95**
31 B 1501R—Pica. Tax paid

This is Elite type
This is Pica type

**MAGIC MARGIN®** — Royal's Exclusive Margin Set, set margins easily, instantly at touch of button

**MAGIC COLUMN SET**—push button speed and flexibility in setting up columns and tabulating

**TWIN-PAK** — lightning-fast no-smudge ribbon change. No waste of time, no dirty fingers.

New luggage type carrying case included in price

59.95 Tax Paid Prepaid

# ROYAL "Signet"

*the lightest ever*

• Only 3 inches high • Weighs only 8 pounds

**ROYAL "SIGNET" PORTABLE.** Ultra light weight to go with you easily to school, business meetings, conferences. Though only 3" tall and weighing only 8 pounds, it has many features found on expensive office models. Has smooth action, full 84 character keyboard to give complete flexibility of use. Most wanted features include fast touch set margins, balanced gliding carriage, positive margin release, dependable shift lock properly positioned paper support, ample width cylinder for easy inserting of sheets, conveniently located back spacer and two color ribbon. Durable all-metal construction to assure long, dependable usage. Washable vinyl plastic carrying case. *Specify color:* Gray, Blue or Green

31 B 1505RP—Elite. Specify color. Tax Paid Prepaid..... 59.95
31 B 1504RP—Pica. Specify color. Tax Paid, Prepaid 59.95

# LOW PRICE
# ROYAL ROYALITE

- Left and right Touchset margins
- Ball-bearing carriage
- Margin release
- Shift Lock and Release
- Back spacer
- Paper support

This beautiful, compact, two-tone gray Royalite machine is a masterpiece of modern engineering and design. It gives big typewriter performance, yet weighs only 8 pounds and is only 3" high. And it features a full standard keyboard with all the regular characters needed for everyday typing. The big, wide cylinder lets you type standard business size envelopes. Durable all metal construction to give years of dependable service. Smart portfolio type carrying case included at no extra charge. No money down. Shipping weight 15 lbs.

31 B 0103R—Royalite with case. Pica type only..... 49.95

This is Pica Type

49.95 Tax Paid

ROYAL DRU HOLLAND

# Porcelainized Cook and Serve Ware

**FROM FREEZER . . . TO RANGE . . . TO YOUR TABLE . . .** All in the same lovely dish! Cast-iron constructed to retain heat and flavor permanently porcelainized finish for ease of cleaning. Royal Dru puts extra flavor in your meals . . . a smile on your table—from Holland

| | WHITE | BLUE | YELLOW | | Retail |
|---|---|---|---|---|---|
| (A) | 9116H630 | 9060H630 | 9061H630 | —9" Square Oven Dish ... | $ 9.45 |
| (B) | 9114H930 | 9438H930 | 9439H930 | —2¼ Qt Cov Oval Baker . | 13.95 |
| | (unavailable) | 2528H1063 | 8668H1063 | —3½ Qt Cov Oval Baker .. | 15.95 |
| (C) | 9112H863 | 2531H863 | 8672H863 | —1¾ Qt Cov Round Casserole | 12.95 |
| (D) | 9113H863 | 9440H863 | 9441H863 | —2 Qt. Cov Saucepan | 12.95 |
| | (unavailable) | 9108H930 | 9109H930 | —3 Qt Cov Saucepan | 13.95 |
| (E) | 9442H797 | 8791H797 | 8792H797 | —2 Qt Whistling Tea Kettle | 11.95 |
| (F) | 9115H797 | 9443H797 | 9444H797 | —14" Open Oval Dish | 11.95 |

**SETS**

*(Available in Blue or Yellow only)*

**(G) Petit Gourmet Set**
(1½ qt cov. Oval Baker, 1 qt cov. Saucepan, 6½" Fry Pan, metal handle)

| | Retail |
|---|---|
| 9106H1663—Blue ..... | $24.95 |
| 9107H1663—Yellow ..... | 24.95 |

**(H) Starter Set**
(2¼ qt cov. Oval Baker, 1½ qt cov. Saucepan, 9½" Fry Pan, metal handle, 10" open Oval Dish)

| | Retail |
|---|---|
| 8789H2463—Blue ..... | $36.95 |
| 8790H2463—Yellow ..... | 36.95 |

# FIESTA

## Cook and Serve

**GLAMOROUS**—for most festive occasions . . **PRACTICAL**—for use every day. The gleaming non-porous surface cannot absorb food odors or flavors, stays bright without polishing. Extra heavy gauge steel, which gives durability and even heat distribution

| | | Retail |
|---|---|---|
| (A) | 9064H597—8 Cup Percolator..... | $ 8.95 |
| | 9435H397—2 Cup Percolator (not illustrated) ..... | 5.95 |
| | 9436H510—4 Cup Percolator (not illustrated) ..... | 7.65 |
| (B) | 8480H463—8" Skillet ..... | 6.95 |
| | 8481H597—10" Skillet ..... | 8.95 |
| (C) | 8664H397—1 Qt. Tea Kettle..... | 5.95 |
| | 9437H530—2 Qt Tea Kettle..... | 7.95 |
| (D) | 9063H930—5 Qt. Dutch Oven w/Cover ..... | 13.95 |
| | 9068H663—1¾ Qt. Shallow Casserole w/Cover (not illustrated) | 9.95 |
| | 8485H730—3½ Qt. Shallow Casserole w/Cover (not illustrated) | 10.95 |
| (E) | 8478H597—1½ Qt. Covered Saucepan | 8.95 |
| | 8479H730—2½ Qt. Covered Saucepan | 10.95 |
| (F) | 8484H863—10" Chicken Fryer w/Cover ..... | 12.95 |
| | 8483H663—8" Chicken Fryer w/Cover | 9.95 |

**Fiesta Starter Set**

9320H1263—A new three piece set consisting of 6½" Skillet, 1½ Qt. Casserole with cover and 32 oz. Tea Kettle. Casserole cover fits Skillet. Gift Boxed Ship. Wt. 10 lbs

Retail $18.95

# Club Aluminum

HAMMERCRAFT WATERLESS COOKWARE

- MAR-PROOF HAMMERED FINISH
- SOLID ONE-PIECE — NO SEAMS OR RIVETS
- SELF-BASTING COVERS
- KEEPS FOODS HOT LONG AFTER FIRE IS TURNED OFF

Club is the famous cast Aluminum Cookware especially designed for healthful waterless cooking. You save those vital vitamins, minerals and delicious natural flavors . . . food, fuel, time and work too! Roast, broil and even bake on top of stove. Keep your kitchen cooler. *New* high luster outside finish with "sun ray" inside

| | | Retail Price | Wt. Ind. Pack |
|---|---|---|---|
| A 2638H330 | 1 Qt. Sauce Pan | $ 4.95 | 1¾ lbs. |
| 2639H397 | 1½ Qt. Sauce Pan | 5.95 | 2¼ lbs. |
| 2640H463 | 2 Qt. Sauce Pan | 6.95 | 2½ lbs. |
| 2641H530 | 3 Qt. Sauce Pan | 7.95 | 3¼ lbs. |
| B 2644H597 | 10 in. Chicken Fryer | 8.95 | 3¾ lbs. |
| 2519H797 | 12 in. Chicken Fryer | 11.95 | 5 lbs. |
| C 2642H330 | 8½ in. Fry Pan | 4.95 | 1¾ lbs. |
| 2643H363 | 10 in. Fry Pan | 5.45 | 2½ lbs. |
| 2644H497 | 12 in. Fry Pan | 7.45 | 3¼ lbs. |
| D 2645H663 | 4½ Qt. Dutch Oven | 9.95 | 4¼ lbs. |
| 2645H997 | 10 Qt. Dutch Oven | 14.95 | 6¾ lbs. |
| E 2520H863 | 15 in. Oval Roaster | 12.95 | 6 lbs. |
| 8658H1130 | 18½ in. Oval Roaster | 16.95 | 8½ lbs. |
| G 2723H330 | 10 in. Round Griddle | 4.95 | 2½ lbs. |
| H 2646H433 | 10 in. Square Griddle | 6.50 | 2½ lbs. |

SAVE $3.35

7-PC. HOMEMAKER SET IN GIFT CARTON

*Special* Retail $24.95

**Regular retail if bought separately $28.30**

The best equipment for an important job — for a lifetime of better tasting, more healthful meals. 1½-qt., 2-qt. covered sauce pans, 10-in. fry pan and 4½-qt. Dutch oven. Shpg. Wt. 12 lbs. Retail

J 2958H1663 7-Pc. Homemaker Set.....$24.95

## DIVIDED FRY PAN SPECIAL

$4.95 Retail

8½-in. Divided Fry Pan cooks three foods at one time—speeds meal preparation, saves time, fuel and range space. Ideal for left-overs, baby foods. Shpg. Wt. 2¼ lbs. Retail

K 2521H299 Divided Fry Pan.....$4.95

## *NEW* TEFLON® FINISH

GREASELESS — STICKLESS — WIPES CLEAN!

Marvelous DuPont Teflon on famous Club Aluminum brings you new cooking pleasure ease of cleaning. Fry with or without fats, grease— foods won't stick. Rinse clean in seconds, no scouring ever! Heat-proof glass covers on Chicken Fryers. Wood Spatula with each pan

| | | Ret. Price | Ind. Wt. |
|---|---|---|---|
| L 9568H463 | 8½ in. Open Fry Pan | $6.95 | 2 lbs. |
| 9569H530 | 10 in. Open Fry Pan | 7.95 | 2½ lbs. |
| 9570H663 | 12 in. Open Fry Pan | 9.95 | 3½ lbs. |
| M 9362H573 | 8½ in. Chicken Fryer | 8.60 | 3⅓ lbs. |
| 9363H660 | 10 in. Chicken Fryer | 9.90 | 5 lbs. |

# ROYAL

A New Kind of Portable—Designed for the Present and the Future

# FUTURA 800

*First and Only Portable With All The Practical And Convenience Features of The Standard Office Typewriter*

89.95 Tax Paid

Compare the Royal Futura feature by feature with other portables • Exclusive Touch Control® • Full Standard Keyboard with 44 Keys • Automatic Ribbon Reverse • Line Meter • Automatic Line Finder • 1-2-3 Line Spacing • Two color Ribbon and Stencil Cutter • Variable Line Spacing • Shift Lock with Right and Left Releases • Uniform Multiple Scales • Smart Custom Fitted Dust Cover • Instruction Book • Exclusive Cushion Packing for Damage-Free Shipment • and many more features. Specify Merit Pica or Merit Elite Type. *Specify* Cocoa, Gray or Blue Ship. wt. 22 lbs.

31 B 1502R—Elite **89.95** Tax paid
31 B 1501R—Pica

This is Elite type
This is Pica type

**MAGIC MARGIN®** — Royal's Exclusive Margin Set, set margins easily, instantly at touch of button

**MAGIC COLUMN SET**—push-button speed and flexibility in setting up columns and tabulating

**TWIN-PAK** — lightning-fast no-smudge ribbon change No waste of time no dirty fingers.

New luggage type carrying case included in price

59.95 Tax Paid Prepaid

# ROYAL "Signet"

the lightest ever

• Only 3 inches high • Weighs only 8 pounds

**ROYAL "SIGNET" PORTABLE.** Ultra light weight to go with you easily to school, business meetings, conferences. Though only 3" tall and weighing only 8 pounds, it has many features found on expensive office models. Has smooth action full 84 character keyboard to give complete flexibility of use. Most wanted features include fast touch set margins, balanced gliding carriage, positive margin release, dependable shift lock, properly positioned paper support, ample width cylinder for easy inserting of sheets, conveniently located back spacer and two color ribbon. Durable all-metal construction to assure long, dependable usage. Washable vinyl plastic carrying case *Specify color* Gray, Blue or Green.

31 B 1505RP—Elite, Specify color. Tax Paid. Prepaid..... 59.95
31 B 1504RP—Pica Specify color Tax Paid Prepaid . . . . . 59.95

LOW PRICE

# ROYAL ROYALITE

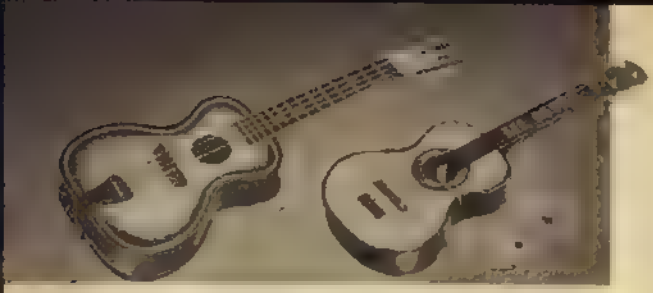
- Left and right Touchset margins
- Ball-bearing carriage
- Margin release
- Shift Lock and Release
- Back spacer
- Paper support

49.95 Tax Paid

This beautiful, compact, two-tone gray Royalite machine is a masterpiece of modern engineering and design. It gives big typewriter performance, yet weighs only 8 pounds and is only 3" high. And it features a full standard keyboard with all the regular characters needed for everyday typing. The big, wide cylinder lets you type standard business size envelopes. Durable all-metal construction to give years of dependable service. Smart portfolio type carrying case included at no extra charge. No money down. Shipping weight 15 lbs.

31 B 0103R—Royalite with case. Pica type only.....49.95

This is Pica Type



**Junior Guitar.** Looks like a real adult model. Fiber body with stained finish, mahogany shading. 4 nylon strings, shoulder cord, pick, instructions included. 24 inches long. Shipping weight 2 lbs.
79 N 541 C

**Mattel's Strum-Fun Guitar.** Hidden disc plays familiar tune when you strum rhythm on 4 nylon strings. High impact plastic. 21 inches long. Pick, song book, 8 discs, extra string included.
49 N 605 -Wt. 2 lbs.... $3.55

[1] **Banjo.** Faithfully reproduced in highly resonant plastic with precision fingerboard, pegs, 4 nylon strings, grained resonator. Includes instruction book. 22 in. long. Shipping weight 3 lbs.
79 N 558C . $4.88

[2] **Banjo and Uke Set.** Mahogany and ivory colored heads. Nylon strings. Fingerboards marked with chord dots. Harmonizing keys so easy to play. Plastic. Each 21 in. long. Shipping weight 2 lbs.
49 N 678.....Set $2.29

$4.44

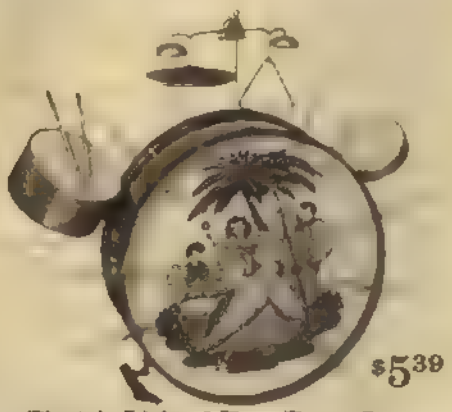
**31-inch long Guitar with 6 strings**

Endorsed by Roy Rogers. Reinforced fiberboard body, shaped hardwood neck, raised plastic frets. Screw-locking friction keys can be tuned and played like adult guitars. Yellow with black. Nylon and metal strings. Cord, pick, instruction book included.
79 N 559C Shipping weight 3 pounds $4.44

89c

**Brass-reed Harmonica**

Play favorite Western tunes. Golden-toned brass reeds give a 20-note range. Metal-covered; engraved with Roy Rogers emblem. Instructions 4 in. long.
49 N 622—Shpg. wt. 4 oz. 89c



$5.39

**Electric Lighted Trap Drum Set**

Large 20¼-in. drum with foot beater. 9-in. snare drum with 2 wood sticks. 6¾-in. tom tom. All with parchment drum heads. 11-in. bracket holds cymbal, large triangle, cow bell, 2 aluminum bells. Socket, cord UL approved 110–120-volt, 60-cycle AC.
79 N 570L—Shipping weight 7 pounds.....Set $5.39

**Player Drum**

$2.65

Junior can beat out his own rhythms . . or turn a crank and hear a marching beat. Cloth head. Drummer's side plastic neck sling. Two 12-in. sticks. 11 inches in diameter.
49 N 513—Wt. 4 lbs. $2.65

**Tom-Tom Set**

$2.65

Handsome chief headdress. Multicolored metal tom-tom is 8 inches in diameter. Painted tomahawk with soft molded rubber blade, cutout shield, 2 mallets. Shpg. wt. 1 lb. 13 oz.
49 N 598. . . . . Set $2.65

**Bongos and Maracas**

$3.88

Handmade bongo drums of fine wood with genuine goatskin heads. Lacquered 2-tone finish. Curved sides for firm knee grip. Same size in heads. Colorful maracas included. Shpg. wt. 2 lbs. 4 oz.
49 N 524 .....$3.88

[3] **Saxophone.** Beautiful silver color finish, molded of sturdy high impact plastic. Eight hand-tuned reeds give fine tone. Color-keyed for easier learning. Carrying case, instructions are included. 15 inches long. Shipping weight 1 pound 9 ounces.
49 N 586.....$2.69

[4] **Emenee "Silver Flute."** Full size replica of professional flute. Silver-colored finish on break-resistant plastic. Tuned reeds. Plays full octave. Easy to play—just follow numbers in music book. 18 inches long. Shipping weight 10 ounces.
49 N 569 .. $2.66

[5] **Emenee "Golden Trumpet."** 4 hand tuned brass reeds give rich tones . . control full scale. High impact plastic in polished gold color. Plastic mute, 2 mouthpieces, song book and music rack included. 13 inches long. Shipping weight 1 lb. 8 oz.
49 N 538. .....$2.99

**Trio of Horns** 89c each. All 3 for only $2.42

Trumpet, clarinet and saxophone . . let youngsters form their own "band." Molded from strong high impact plastic. Each has four tuned reeds that control full scale . . produce mellow tones.

Easy-to-follow instructions are included

[6] 49 N 560—Clarinet. 11 inches long. Shipping weight 6 oz. 89c

[7] 49 N 584 Trumpet. 10 inches long. Shipping weight 6 oz. 89c

[8] 49 N 572—Saxophone. 8 inches long. Shipping weight 6 oz. 89c

49 N 563—Set of three. Shipping weight 2 lbs. 8 oz.... Set $2.42

Keep a sound history of your youth . . record the voices of your friends and family . . news events . . party fun

# Electronic Tape Recorder

Complete with microphone, monitor, 2 reels, tape

**$29.66** Cash NO MONEY DOWN

Imagine the thrill the first time your youngster hears his own voice on tape. Who knows? You may have a future radio-TV personality in your family! Recorder is easy to operate. Just plug in, touch a button to record, play back, rewind, erase. Comes with microphone sensitive enough to record conversation of a whole group seated around a table. Monitoring ear-phone. Two 3-inch reels, 150 feet of magnetic tape that can be used over and over again. Red and black fiberboard case 14x11x5½ in. 110–120 volt, 60-cycle AC. UL listed.

49 N 673—Shipping weight 10 pounds..... $29.66

**$20.95** without batteries

## Happi-Time Transistor Tape Recorder

Records, rewinds, plays back *anywhere*. Battery powered. Volume control. Erases automatically. 8x9x3-in. plastic case. Two 3-in. reels, 150 ft of magnetic tape included. Order 2 "D", one 9-volt batteries below

49 N 615M—Tape Recorder. Shipping weight 3 pounds ..... $20.95
49 N 4660—"D" Batteries. Shipping weight 4 oz..... Each 16c, 4 for 60c
49 N 6417M—9-volt Transistor Battery. Shipping wt. 4 oz. ..... Each 45c

# "Talking Teddy"

the bear that sings, talks, tells stories

4-speed Phonograph plays through "Teddy", earphone or own speaker

**$29.66** Cash

NO MONEY DOWN

Keep youngsters entertained on stormy days, at meals. Perfect way to please small sniffers who must stay in bed. And pleasant "good-nights" are said more readily when they're followed by one of "Teddy's" stories or lullabies. Plush "Teddy" has built-in speaker, extension cord, plug-in jack. 4-speed phonograph shuts off automatically after record is played. "Talking Teddy" story record, plug-in earphone included. Phonograph plays through own speaker when plug-in jack is disconnected. Rust, tan and white fiberboard case, 13x14x15 in. 110–120-v, 60-c AC. UL listed.

79 N 675C—Shipping weight 11 pounds. Cash..... $29.66

**$23.99** Cash

without batteries

NO MONEY DOWN

## Playskool Magic Phono

Transistor phonograph automatically starts when record is inserted stops when finished. Ages 2 and up can play any 7-in 33⅓ or 45-rpm record (see record sets at right) Parent controls volume and speed. Blue-and-white polypropylene case, 10x8x5 in. Safe . . portable. Uses 4 "D" batteries (order above right).

49 N 4789—Shpg. wt. 5 lbs.....$23.99

**Record-and-2 Picture Books sets.** 7-inch 33⅓ rpm. Shpg. wt, 7 oz.

49 N 4458—Farm Pets, MyToys 77c
49 N 4465—Puppies, My Truck.77c
49 N 4466—Alexander Kitten Runaway Kangaroos77c
49 N 4475—Mrs. Hen Goes to Market, Little Deer....77c

## Junior Record Player

Plays any size 78 rpm record. Comes with 24-record plastic rack, 10 children's records, 2 packages of needles (loud and soft). Teardrop shape. All metal. 14x8x7 inches 110–120-volt, 60-cycle AC. UL approved.

49 N 591—Shpg. wt. 5 lbs. 4 oz $9.39

## "Talking Teddy" Records

Six delightful "Talking Teddy" records. 12-inch size. 33⅓ rpm. Shpg. wt. 8 oz.

49 N 679—Bedtime Stories.
49 N 680—Mealtime Stories.
49 N 681—Sing Along with Teddy.
49 N 683 When I Was Sick in Bed
49 N 687—Holidays, Birthday Parties.
49 N 688—Rainy Day Stories...Each $1.59

★2217/5–PILLOW BUNNY–Bunny POP-UP made of white lustrous plush, with hand-painted vinyl face, flowers and ribbon bows. Egg-shape pillow with zipper pocket, is of bright blue plush, trimmed with nylon embroidery.

★2101/6–GUS GANDER–Steps into the Easter Parade with a swanky gold walking stick. He is made of all-white bright plush with vinyl bill, smartly dressed with black felt hat, collar and green satin ribbon bow tie.

★2197/6–HAPPY JACK RABBIT–Brilliantly fashioned of rayon plush in orchid and white combination. Pink satin ear linings with felt-lined paws and feet. Pink plastic eyes, felt lashes and tongue. Wears lustrous purple felt vest trimmed with rhinestones; has sporty black felt derby and satin ribbon bow tie.

There is a distinctive new freshness-of-style, in the soft cuddly Toys RUSHTON has created for EASTER. Each is an entirely new and original design, beautifully fashioned in luxurious plush, in a brilliant assortment of color combinations. SEE these *exciting new Toy Creations* that will set the "Bunny Fashion" for EASTER. Send TODAY for catalogue showing full line.

**The RUSHTON COMPANY**
**1275-P ELLSWORTH IND. DR., N. W.**
**ATLANTA 25, GEORGIA**

**SALES OFFICES: • NEW YORK • CHICAGO • LOS ANGELES**

# SCM
# SMITH-CORONA

MADE IN U.S.A.

SEAFOAM GREEN

ALPINE BLUE

**74.59** *Tax Paid*

# STERLING

## EXCLUSIVE FEATURES

- **STERLING**
  - Office-size Keyboard
  - Touch Selector
  - Pre-set Tabulator
  - Page Gage
  - Shipping weight—21 lbs.
- **GALAXIE**
  - Office-size Keyboard (2 Extra Keys)
  - Touch Selector
  - Keyset Tabulator
  - Page Gage
  - Quick-set Margins
  - Shipping weight—22 lbs.
- **SKYRITER**
  - Full Size Keyboard
  - Quick set Margins
  - Page Gage
  - Error Control
  - Touch Selector
  - Shipping weight 12 lbs

## Office Typewriter Features In An Economical Portable

Here's the "family" portable . . . featured for everyone's typing needs. And it's packed with big office typewriter features. Rugged, yet beautiful the Sterling provides print-perfect typing qualities with greatest ease of operation. Specify Pica or Elite type and choice of color, include alternate color selection.

**STERLING ELITE.** Specify color wanted.
31 B 0308R—Shpg wt 21 lbs Tax Paid **74.59**
**STERLING PICA.** Specify color wanted.
31 B 0307R—Shpg wt 21 lbs Tax Paid **74.59**

*PLUS* Special Value at $3.95 with purchase of any Smith-Corona Portable . . . A New 10-Day Touch Typing Course.

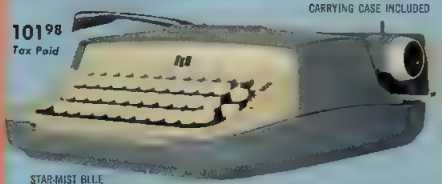
- Educator Approved Course of Study
- Five 7" Long Playing Vinyl Records
- Pressed by Columbia Records
- Handsome library style slipcase with Deluxe Portfolio
- Easel type, flip-over instruction book

*Offer may be withdrawn at any time without notice*

SAGE GRAY

A.L.L. METAL TRIMLINE CARRYING CASE INCLUDED

**101.98** *Tax Paid*



STAR-MIST BLUE

## GALAXIE

The world's fastest non-electric portable . truly the aristocrat of portable typewriters New, lighter carriage . . . more responsive touch . . tailored to fit your speed and rhythm . lightning fast response. Specify Pica or Elite type, list 1st and 2nd color to avoid delay

**GALAXIE ELITE.** Specify color
31 B 0322E 22 lbs Tax Paid 101.98
**GALAXIE PICA.** Specify color
31 B 0321E—22 lbs Tax Paid 101.98

SPRING GREEN

APACHE TAN

DRIFTWOOD GRAY

**NO MONEY DOWN** USE OUR AMSK CAN CREDIT SYSTEM

**57.86** *Tax Paid*

Comes with leather-tone soft Vinyl Zippered Carrying Case

CHARCOAL GRAY

## SKYRITER

The lightweight precision-crafted portable makes an ideal traveling companion Has the high quality write of larger machines Built sturdily with high acceleration and long life. Specify Pica or Elite type

31 B 0306R **SKYRITER ELITE.** Shpg wt. 12 lbs. Tax Paid . . . 57.86
31 B 0305R—**SKYRITER PICA.** Wt. 12 lbs. Tax Paid . . . 57.86

Open Your Credit Account—Order Now And Save, Page 339

# Portables by Remington

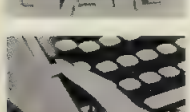
Easier to use, does more jobs than any other portable typewriter

## 104.17

*Tax paid*

Elite type
Pica type

**NO MONEY DOWN** JUST QUR AMER CAN **CREDIT** SYSTEM



**AND YOU GET THESE 21 QUALITY FEATURES TOO!** 1. Instant indent and column set 2. Erasure shield. 3. Line ruling . . . makes vertical and horizontal lines with paper in machine. 4. Right and left cylinder knobs. 5. Carriage release 6. Paper table with paper scale. 7. Three-position paper bail 8. Featherlight locked shift for caps and upper case characters. 9. Paper bail lever. 10. Paper release lever 11. Left or right margin release. 12. Right and left shift lock. 13. Right and left shift key. 14. Standard size space bar. 15. Positive action back spacer. 16. Full 12-yard ribbon 17. Line space and carriage return lever locks carriage. 18. Synchronized scales for margin setting, centering paper 19. Removable top cover for cleaning and access to ribbon 20. Super strength frame 21. New design protective carrying case

## FLEETWING Portable

YOU'LL FIND ALL THE BEST FEATURES OF OUR FAMOUS OFFICE MODEL ON THIS FABULOUS NEW PORTABLE!

The Remington FLEETWING is the most versatile portable yet made. It has so many desired features, is so complete that it can only be compared to a full size, professional office model typewriter! You get complete flexibility of use to speed up any typing job, to turn out more quality work and to reduce typing errors. The FLEETWING is a masterpiece, designed and engineered to let you breeze through the most exacting typing chore with ease and accuracy For example, it has a personal touch regulator that lets you adjust the feel and action of the keyboard to fit your own personal requirements You choose the most comfortable touch and automatically reduce fatigue for long typing assignments.

Other wonderful features include visible margins set directly from front of machine, patented, simplified ribbon changer, exclusive large sized cylinder plus an office-size keyboard with 44 keys and 88 characters Also synchronized scales for margin setting, centering paper and locating writing line end of page indicator . . . doubles as paper support, automatic paper feed, left and right shift keys and locks Paper bail scale and paper release lever For full list of details see description at left. The FLEETWING comes complete with protective carrying case and the Remington COLOR-KEY Touch Typing Course at no extra cost **Specify colors:** Flamingo, Jade Green or Gray Choice of Pica or Elite type Shipping Weight 15 lbs

31 B 0939R-Elite—Specify color Tax Paid .... 104.17
31 B 0940R-Pica—Specify color Tax Paid 104.17

## Remington "Holiday" portable

**49.95**

*Tax paid*

An economically priced model of unusually fine design and quality Modern Cycolac wrap-around case protects precision parts against jolts and jars regardless of whether top is snapped shut or not. Office size features: Full 84 character keyboard, Line lock and bell. Card and writing line scale; Line spacing for 1 or 2 spaces, Automatic and Manual ribbon reverse, Two-position paper bail; Back space key; Margin release; Left and right visible margin stops; Shift lock. Left and right shift keys. Conventional 9½" width paper capacity Rugged steel frame Color-Key touch typing course included FREE In blue only Shipping weight 11 lbs

31 B 0931R—Pica Type Only Federal Excise Tax Paid 49.95

## Remington MONARCH Deluxe portable

Produces sharp, clear printing with featherlight action. Solid construction for years of dependability 84-character keyboard; single key instantly sets or clears columns and indents, personal touch regulator; variable line spacer adjustable paper edge guide calibrated scale on paper bail Erasure table on cylinder, card and writing line scale, removable top cover for ribbon change and easy cleaning; carriage centering device, two color ribbon and stencil control Carrying case Free typing course. **Specify** pearl or jade color

31 B 0928R—Elite Shpg. wt 15 lbs Federal Excise Tax Paid .. 79.95
31 B 0927R—Pica Shpg wt 15 lbs Federal Excise Tax Paid . . 79.95

**79.95**

*Tax paid*

See Our Easy As ABC Order Blank, Page 354

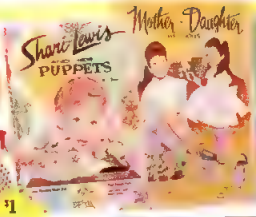
# New Profit-Pullers From Saalfield

## Fresh Titles In every category ACROSS THE BOARD!

59c
PAPER DOLL BOXES

NOW INCLUDED IN:
**5150** ASSORTMENT — packed 9 each of 4 titles assorted to carton. Weight 5¼ lbs. to dozen

PAPER DOLL BOXES




$1
PAPER DOLLS IN BOXES

NEWEST ADDITIONS TO:
**192** ASSORTMENT — packed 6 each of 4 titles assorted to the carton. Weight 15 lbs. to dozen

$1
GAMES

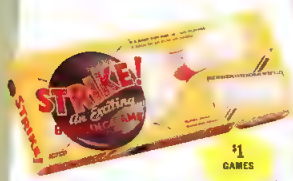
TWO NEW TITLES IN:
**7500** ASSORTMENT packed 4 each of 6 titles assorted in the carton. Weight 12 lbs. to dozen

$1
GAMES

NOW INCLUDED IN:
**7503** ASSORTMENT packed 8 each of 3 titles assorted to the carton. Weight 15½ lbs. to dozen

**6180** BLUFF BIDDING GAME
Bid guess and out-bluff opponents. Fun for 2, 3, or 4 players 8 years old and over. Contains 12 dice, 4 dice cups with viewing windows, score cards. Packed 1 dozen. Weight 7¼ lbs.

NOVEL
$2
GAME




$1
GAMES

# GAMES

**7560** STRIKE! BOWLING GAME
Deck of cards printed with bowling pins, score card with wipe-off feature, marking crayon and full instructions. Packed 1 doz. Weight 12 lbs. to doz.

SPECIAL
$2
GAME BOX

**6165** 3 IN 1 GAME has case-bound board for playing 3 distinct games, 50 die-cut "prizes" game tray with spinner plus other playing pieces and instructions. Packed ½ dozen. Weight 15 lbs.

Printed in U.S.A.

SAALFIELD
SAALFIELD SQUARE • AKRON 1, OHIO
NEW YORK • 200 FIFTH AVENUE
CHICAGO 14 • 108 MERCHANDISE MART

# Saalfield's New TITLES

## New VALUE

PUTS ADDED SALES PUNCH in America's Top Line of BOOKS and PLAYTHINGS

$1 PICTURE LACING BOXES

NOW INCLUDED IN
**6000** ASSORTMENT packed 6 each of 4 titles assorted to carton Weight 9 lbs. to dozen

$1 SOMETHING TO DO BOXES

NOW INCLUDED IN
**6002** ASSORTMENT packed 2 dozen constantly changing titles assorted to carton Weight 13½ lbs. to dozen

$1 SOMETHING TO DO BOXES

## ACTIVITY BOXES

$1 PAINT BY NUMBER BOXES

NOW INCLUDED IN
**6003** ASSORTMENT packed 8 each of 3 titles assorted to carton Weight 14 lbs. to dozen

NOW INCLUDED IN
**7504** ASSORTMENT — packed 2 dozen constantly changing titles assorted to carton Weight 15 lbs. to dozen

$1 FLANNEL BOARD BOXES

NOW INCLUDED IN
**6004** ASSORTMENT packed 2 dozen titles assorted to carton Weight 11 lbs. to dozen

$2 SOMETHING TO DO BOXES

ALL NEW ITEMS IN:
**6100** ASSORTMENT Packed 2 each of 6 titles assorted to the carton Weight 15 lbs. to dozen

$3 SOMETHING TO DO BOXES

**6350** PAPER MACHE ART KIT has everything needed to model 6 animal figurines from paper mache including paints, brush Weight 36 lbs. to dozen Packed 6 per carton

## BOXED $1 PUZZLES

NOW INCLUDED IN:
**7451** ASSORTMENT packed 6 each of 2 titles to the carton Weight 20 lbs. to dozen

AVAILABLE IN
**7455** ASSORTMENT — packed 6 each of 2 titles assorted to the carton Weight 20 lbs. to dozen

The Saalfield Publishing Co. SAALFIELD

SAALFIELD SQUARE • AKRON 1, OHIO

1
New Mossberg 500—12-Gauge Pump . . . takes 6 different barrels . . . lets you use the same gun for ducks, geese, upland game, skeet, trap, deer!
Safety on top
Straight line feed
Change barrels in seconds
2
Mossberg 195K C-Lect-Choke 12-Ga. Repeater . . . bolt action Recoil Pad with 12, 16, 20-ga. models.
3
Mossberg 173 .410-Gauge Single . . . a boy-designed beauty . . . safe, gentle, balanced . . . quick to shoulder and point

# Magnificent Mossberg Shotguns

1 **Mossberg 500—12-Gauge Pump.** Comes with 28" full-choke barrel chambered for all 2¾" shells. *But*—it lets you switch over to 5 other barrels including one with Mossberg C-Lect-Choke. You use the same smooth, sweet action in what amounts to 6 different guns—guns for the whole gamut of shotgun hunting and target practice. And it's the *only* 12-gauge pump with the preferred top safety. Rubber recoil pad with handsome white liner. Automatic disconnecting trigger prevents "doubles"—2 shots instead of one. Beautifully balanced and feather-light—only 6¾ pounds. 47¼" long. Write for details and prices on extra barrels—different lengths, different chokes, plus special 3" Magnum barrel.

**29-4678 A5625** Shpg wt 8 lbs. *Mailable*.**$74.95**

2 **Mossberg 195K C-Lect-Choke Repeater** . . . the choke setting you want when you want it—instantly! Range from full choke to improved cylinder bore. Here's a versatile 12-gauge powerhouse with the beauty of American walnut Monte Carlo stock. Thumb safety. 3-shot capacity. Clip feed. Takes 2¾" or shorter shells. Weighs about 7½ lbs. 26" barrel. 46½" long overall.

**29-5899 A3525** Shpg. wt. 9 lbs. *Mailable*.**$46.95**

***Model 190K*** 16-ga. 45½" long. Wt. 6¾ lbs.

**29-5907 A3450** Shpg. wt 8 lbs. *Mailable*.**$45.95**

***Model 185K*** 20-ga 45½" long. Wt. 6¾ lbs

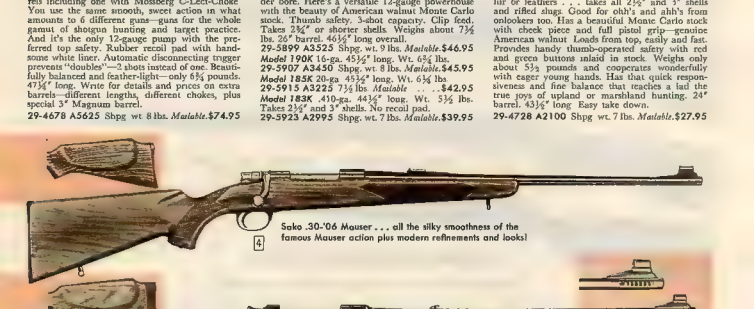
**29-5915 A3225** 7½ lbs *Mailable* . . .**$42.95**

***Model 183K*** .410-ga. 443/4" long. Wt. 5½ lbs. Takes 2½" and 3" shells. No recoil pad.

**29-5923 A2995** Shpg. wt. 7 lbs. *Mailable*.**$39.95**

3 **Mossberg 173 Single Shot .410.** Getting a shotgun is a part of manhood—and a boy can start early with the sweet-handling 173. Good for fur or feathers . . . takes all 2½" and 3" shells and rifled slugs. Good for ohh's and ahh's from onlookers too. Has a beautiful Monte Carlo stock with cheek piece and full pistol grip—genuine American walnut. Loads from top, easily and fast. Provides handy thumb-operated safety with red and green buttons inlaid in stock. Weighs only about 5½ pounds and cooperates wonderfully with eager young hands. Has that quick responsiveness and fine balance that reaches a lad the true joys of upland or marshland hunting. 24" barrel. 43¾" long. Easy take down.

**29-4728 A2100** Shpg wt. 7 lbs. *Mailable*.**$27.95**


4
Sako .30-'06 Mauser . . . all the silky smoothness of the famous Mauser action plus modern refinements and looks!
5
BSA .30-'06 Deluxe Featherweight . . . just 6¼ pounds! Sensational low recoil makes this low weight possible
Patented Recoil Reducer cuts recoil 40% to 60%

# Sako and BSA High Power Repeaters

4 **Sako .30-'06 Bolt Action Mauser Repeater.** Far and away the most important part of a gun is its action. And you almost can't beat the F.N. Supreme Mauser Action in this brand-new firearm. Hunters for generations have preferred Mauser actions for their smoothness, strength and utmost reliability, and this famous model adds modern refinements and styling. Its low bolt handle clears a scope. A new hinged floorplate permits instant removal of cartridges. Positive safety locks firing pin and bolt. And how quiet! A new streamlined bolt makes the action next to noiseless—smooth as they come. Checkered Monte Carlo stock of French walnut. Adjustable trigger. 22" barrel. Sling swivels. Adjustable rear sight. 5 shots.

**29-4736 A9625** Sako Mauser. Shipping weight 8 lbs. *Mailable* . **$129.95**

5 **BSA .30-'06 Deluxe Featherweight.** Style—strength—power—and *lightness!* This 6¼-pound miracle makes you wonder why some guys still lug around arm-breaking cannons on their big-game trips. And the lighter the rifle, the quicker and surer your aim. What's more, for speeding that second shot, the bolt on this rifle travels an extremely short distance. You can outhunt the best of the old-timers with this new arm from B.S.A. of England. Red indicator shows when rifle is cocked. Special "gasproof" housing shields you from any gases from a faulty cartridge. Checkered Monte Carlo stock of aged, close-grained European walnut. Smart white-line spacers at butt plate and pistol grip cap. Recoil pad. Scope mounts. 4 shots

**29-4769 A12850** BSA Featherweight. Shipping wt. 7 lbs. *Mailable* **$169.75**

# Salem

DINNERWARE OF DISTINCTION SINCE 1868

**35-piece Set — Shipping weight 21 lbs.**

6—Cups
6—Saucers
6—Dinner Plates
6—Bread & Butter Plates
6—Fruit Dishes
1—Platter
1—Vegetable Dish
1—Covered Sugar
1—Creamer

**53-piece Set — Shipping weight 35 lbs.**

8—Cups
8—Saucers
8—Large Dinner Plates
8—Bread & Butter Plates
8—Soups
8—Fruit Dishes
1—Large Platter
1—Vegetable Dish
1—Covered Sugar
1—Creamer

**94-piece Set — Shipping weight 66 lbs.**

12—Cups
12—Saucers
12—Large Dinner Plates
12—Salad Plates
12—Bread & Butter Plates
12—Fruit Dishes
12—Soups
2—Platters
1—Vegetable Dish
1—Covered Sugar
1—Creamer
1—Gravy
1—Covered Casserole
1—Pickle Dish

Wild Rice

**WILD RICE** — The ageless beauty of the Orient is felt in the textural blue lines on bars behind the slender stems of leaves done in soft colors of beige, brown, gray and charcoal

**10041F1797** 35 pc. set. Service for 6. 21 lbs..... **$26.95**
**10042F2833** 53 pc. set. Service for 8. 35 lbs..... **42.50**
**10043F4967** 94 pc. set. Service for 12. 66 lbs.... **74.50**

Jamaica

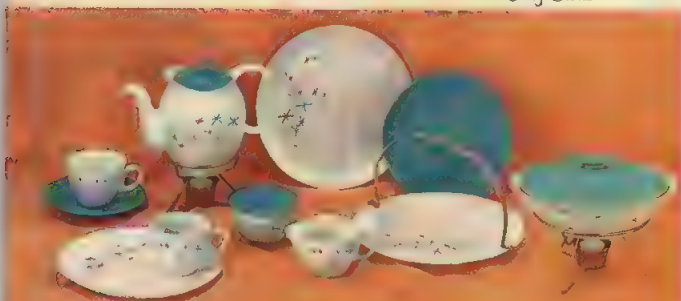
**JAMAICA** — The earthy foliage pattern, spiced with rich orange berries, is as gay and carefree as the island for which it is named. The lush, tropical burnt orange accent adds zest and color to any meal.

**10054F1863** 35 pc. set. Service for 6. 21 lbs. **$27.95**
**10055F2900** 53 pc. set. Service for 8. 35 lbs. **43.50**
**10056F3330** 94 pc. set. Serv. for 12. 66 lbs. **79.95**

**MY STARS** — A dinnerware service fresh and lovely with a starry pattern subtly accented with delicate blue. Charming for either a buffet supper or a more formal dinner

**10063F1500** 35 pc. set. Service for 6. 21 lbs. **$22.50**
**10064F2330** 53 pc. set. Service for 8. 35 lbs. **34.95**
**10065F4330** 94 pc. set. Serv for 12. 66 lbs. **64.95**
**10066F3130** 61 pc. Buffet set Service for 8. 48 lbs..... **46.95**

My Stars



**61-PIECE BUFFET SERVICE** — Perfect for any serving occasion from family dinner to festive buffet parties. Actually two sets in one for the price of one. By interchanging cups and serving pieces, you make up a complete dinnerware set for eight or a buffet set, service for eight. Featured are the teapot and warmer, and the covered casserole and warmer, (together with eight specially designed buffet plates with cup wells. Available in My Stars and Calypso.

**61-piece Buffet Service — 48 lbs.**

8—Cup-Plates
8—Cups
8—Saucers
8—Dinner Plates
8—Bread & Butter Plates
8—Fruit Dishes
1—Covered Sugar
1—Creamer
1—Handled Cake Plate
1—Chop Plate
1—Vegetable Dish
1—Cov. Beverage Server & Warmer
1—Cov. Casserole & Warmer

Immediate delivery from Salem, Ohio Factory

# BETTER YOUR SALES PICTURE WITH THESE BETTER PICTURE TOYS!

©WALT DISNEY Productions, Inc.

## NEW...WALT DISNEY ADVENTURELAND PICTURE GUN.

Rugged play gun loaded with full-color pictures of wild animals. Realistic bolt or trigger action puts bullseye on prey . . . then pull of trigger hits target! New product in a new package . . . only **$2.95.**

## TRU-VUE PROJECTION THEATERS . . . WALT DISNEY AND BUGS BUNNY FAVORITES!

Attractive theater package with big screen includes plug-in TRU-VUE Projector with genuine projection-type lamp and focusing lens, handy plastic pre-viewer, 20 photographic film strip stories . . . 140 full-color pictures. Only **$10.95.**

©WALT DISNEY Productions, Inc
©WARNER BROS. Pictures, Inc.

## STEREO PICTURE SETS WITH 48-PAGE STORY BOOKS.

Popular Triangle Pak containing stereo viewer, six cartoon or fairy tale stereo film strip stories, and a 48-page story book to read and color. Only **$3.50.**

©WALT DISNEY Productions, Inc.

ORDER TRU-VUE PRODUCTS FROM YOUR TOY JOBBER
IN THE U. S. OR CANADA • Prices slightly higher in Canada

SAWYER'S Tru-Vue

SAWYER'S INC.
Portland 7, Oregon

## CLASSIFIED PRODUCTS

***Musical Toys and Instruments (Cont.)***

GUND MFG CO 200 5 Av New York 10 N Y
Hardy M Different Musical Novelties 220 5 Ave New York 1 N Y
HARMONIC REED CORP 1111 W Lancaster Av Rosemont Pa
HASSENFELD BROS INC 1033 Broad St Central Falls R I
Hedaya & Co 39 W 37 St NYC 18
Jaymar Specialty Co 200 5 Ave Rm 751 NYC 10
JEFFERSON MFG CO 2433 N Orianna St Philadelphia 33 Pa
Kamar Inc 3018 Crenshaw Blvd Los Angeles 16 Calif
Kazoo Co Eden N Y
KENNER PRODS CO 912 Sycamore St Cincinnati 2 Ohio
KIRCHHOF PATENT CO THE 60-64 Union St Newark 5 N J
Knickerbocker Toy Co 1107 Broadway Rm 500 New York 10 N Y
Krueger Richard G 112 W 34 St NYC
Lapin Prods Inc 164 Delancey St Newark N J
MARCO MUSIC CRAFTS CO P O Box 118 325 W 16 St New York 11 N Y
MASTER INDS INC (Toy Div) 111 E 6 St St Paul 1 Minn
Mastro Inds Inc 3040 Webster Ave Bronx 67 N Y
Mattel Inc 5150 Rosecrans Av Hawthorne Calif
Merrimac Toy Co 2 & Trainer St Chester Pa
Metropolitan Fur Toy Co 800 Sixth Av New York 1 N Y
Meyer Mary Mfg Co Townsend Vt
Mitten Toy Mfg Co 649 Broadway New York N Y
My-Toy Co 200 5 Av New York 10 N Y
Nemes Toys Co 530 Broadway New York 12 N Y
New England Toy Mfg Co 480 Bunnell St Bridgeport 4 Conn
Niscott Mfg Co 290 Bonner Pl Bronx 56 N Y
NOBLE & COOLEY CO Granville Mass
Nursery Plastics Inc 137 E 25 St New York 10 N Y
OHIO ART CO THE East High St Bryan Ohio
Plastic Toy & Novelty Co 2901 Coney Island Av Brooklyn N Y
Playtime Inc 116 E Walnut St Milwaukee 12 Wis
Premier Toy Enterprises Inc 168-7 St Brooklyn 15 N Y
PROLL TOYS INC 100 Verona Av Newark 4 N J
R & R TOY MFG CO Pen Argyl Pa
SCHWARTZ TOY MFG CORP 213 40 St Brooklyn 32 N Y
Scientific Inds Inc 1300 Flower St Glendale 1 Calif
Scott George S Mfg Co Carlton St Wallingford Conn
SIFO CO 353 Rosabel St St Paul 1 Minn
SOFTSKIN TOYS INC 1907 Park Ave New York 35 N Y
Startime Indus Corp 2 & Trainer St Chester Pa

REMPEL® The TOYMAKER

First with book, record, sheet music and toy combination. The same high quality as famous Rempel Riding Horses and Stompin' Rocket.

MOVED ON MAY 1st
NEW ADDRESS
REMPEL MANUFACTURING, INC., 100 TUBB AVE., WEST POINT, MISS.

## New and Distinctive Designs in Scarab Jewelry—Illustrations Actual Size

**(A) 2733J1615—Choker.** 12K Yellow Gold filled with 17 beautiful genuine Scarabs—each a different color. Adjustable clasp to fit any neck. **Suggested Retail $92.25**

**(A) 3070J880—Bracelet.** 12K Yellow Gold filled bracelet to match. Genuine scarabs—each a different color. Not shown. **Suggested Retail $16.50**

**(B) 3033J808—Circle Pin.** 12K Yellow Gold filled circle with genuine scarabs, each a different color and lustrous Cultured Pearls. **Suggested Retail $15.00**

**(C) 3071J560—Earrings.** 12K Yellow Gold filled button earrings with genuine green Scarabs. Screw type mountings for unpierced ears. **Suggested Retail $10.50**

**(D) 3069J1060—Brooch.** 12K Yellow Gold filled oak leaf brooch with genuine Scarabs and lustrous Cultured Pearls. **Suggested Retail $15.75**

★ **NOTICE**—All prices quoted in this Catalog are [illegible] Retail Prices at which Jewelers [illegible] Tax. [illegible] Brothers sell. See Trade Information.

**(E) 2736J1465—Earrings.** Beautiful genuine green Scarabs of oval shape. 12K Yellow Gold filled mountings for [illegible]. **Suggested Retail $8.40**

**(F) 3072J1090—Pin.** Beautiful circle of genuine Scarabs in different colors. 12K Yellow Gold filled. **Suggested Retail $17.25**

**(G) 2747J1400—Bracelet.** Eight beautiful genuine Scarabs—each a different color. 12K Yellow Gold filled bracelet with spring ring catch and safety chain. **Suggested Retail $28.00**

**(J) 2697J880—Bracelet**
12K Yellow Gold filled bracelet with six beautiful genuine Scarabs—each a different color. Long wearing quality. Spring ring catch and safety chain. **Suggested Retail $16.50**

**(K) 2698J1350—Bracelet**
An exquisite combination of genuine Scarabs and lustrous cultured Pearls. Seven beautiful Scarabs—each a different color. 12K Yellow Gold filled with spring ring catch and safety chain. **Suggested Retail $27.00**

**(L) 2699J1365—Bracelet**
A smartly styled new fashion favorite. Four large and six small genuine Scarabs—multiple complementing colors. 12K Yellow Gold filled with sturdy spring ring catch and safety chain. **Suggested Retail $27.25**

**(M) 2534J1350—Bracelet**
Lasting beauty and long wearing quality. 12K Yellow Gold filled with seven genuine Scarabs—each in a different color. Sturdy spring ring catch and safety chain. **Suggested Retail $27.00**

(A) 3127J1013—**The "Nile" Necklace**—A shower of [illegible] brilliance in a multitude of fascinating iridescent Aurora Borealis colors. Enhanced with simulated pearls. Golded, [illegible] clasp. **Sugg. Retail $20.25**

(B) 3128J375—The "Nile" Earrings. **Sugg. Retail $7.50**

Genuine jade fashioned into golden colored pins of unmatched beauty. Each pin has a safety catch fastener.

(C) 3129J168—Bird Pin **Sugg. Retail $2.95**

(D) 3130J168—Beetle Pin **Sugg. Retail $2.95**

(E) 3131J168—Butterfly Pin **Sugg. Retail $2.95**

(F) 3133J825—**The "Cleopatra" Necklace**. Richly fashioned golden colored tapered swirl beads combined with simulated pearls to make a necklace of lasting beauty. Has adjustable clasp. **Sugg. Retail $16.50**

(G) 3132J193—**The "Cleopatra" Earrings.** **Sugg. Retail $3.75**

**Onyx Ensemble**

3122J825—Beautiful 12K Yellow Gold Filled ensemble set with gleaming genuine Black Onyx stones. Dainty filigree [illegible] have screw type mountings for [illegible] pierced ears. Pendant has [illegible] chain. Complete **Sugg. Retail $15.50**

*All Illustrations Actual Size Except Necklaces Above*

**NOTICE**—A [illegible] price [illegible] have been [illegible] Bernet's Suggested Retail [illegible] and do not include Federal Excise Tax [illegible] which Bernet Brothers [illegible]

# *Fashion Favorites*

in

14K Gold Overlay
12K Gold Filled

**Jade Ensemble**

3036J800—A genuine Jade pendant and earring set. 14K Yellow Gold Overlay for lasting beauty. Pendant has [illegible] chain. Earrings have screw type mountings for [illegible] pierced ears. **Sugg. Retail $15.00**

**Floating Opal Ensemble**

3040J1235—Exotic and extra [illegible] Floating Opals, the gem with the burning heart. 12K Yellow Gold [illegible] pendant and earrings set. Sturdy 16" neck chain and clasp. The earrings have screw type mountings for [illegible] pierced ears. **Sugg. Retail $22.65**

**"Wedgewood" Cameo Ensemble**

3126J820—Pendant. 14K Yellow Gold Overlay Wedgewood Oval Blue and White Authentic Cameo. 18" chain. **Sugg. Retail $6.00**

3125J760—Earrings. 14K Yellow Gold Overlay screw type earrings for [illegible] pierced ears set with beautiful Blue and White Wedgewood Medallion Cameos. **Sugg. Retail $10.50**

3124J610—Brooch. 30mm Wedgewood Blue and White Authentic Cameo. 14K Yellow Gold Overlay frame. Supplied with chain loop. **Sugg. Retail $12.00**

3039J960—Jade Bracelet. A beautiful design in 14K Yellow Gold Overlay, set with [illegible] genuine Jade. Spring ring catch and safety chain. **Sugg. Retail $18.00**

L

M

L) 2701J960—Onyx Bracelet. Beautifully tailored with six [illegible] genuine Black Onyx stones. 12K Yellow Gold Filled. Sturdy spring ring catch and safety chain. **Sugg. Retail $16.50**

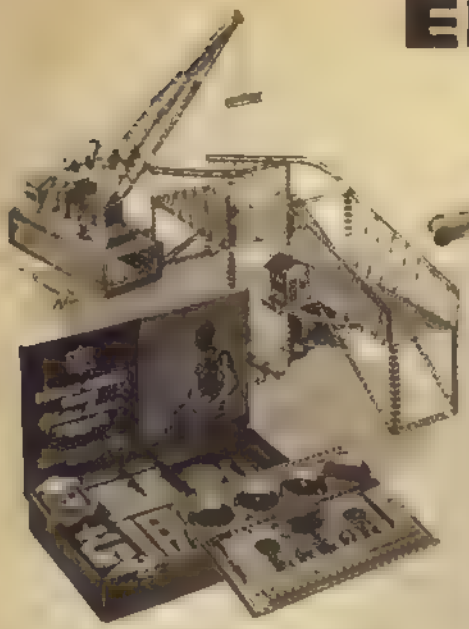
(M) 2033J1210—Onyx Bracelet. Distinctively styled in the modern manner. Genuine Black Onyx and lustrous Cultured Pearls. 12K Yellow Gold filled. Sturdy spring ring catch and safety chain. **Sugg. Retail $24.75**



**Retail Prices Are Suggested Only and May Vary in Different Trading Areas**

# ERECTOR

Make working models with structural steel



## *165-piece Electric Set $12.99

Build and operate your own drawbridge. Or tackle a rocket launcher that automatically fires rockets. In a 17x10x3-in. steel chest. 2-way electric motor. 110-120-volt, 60-cycle AC. UL listed. 2 power take-offs.

49 N 2334—Shipping wt. 9 lbs. 5 oz. Set $12.99

## *155-piece Battery Set $7.99

Without batteries

Here's action for you. Build a battery driven helicopter . . radar scanner and truck. Lots more, too. In 16½x10x3-in. steel chest. Needs 2 "D" batteries, *order below.*

49N2333—Shpg. wt. 6 lbs.. ..... Set $7.99
49N4660—"D" Battery. Wt. ea. 4oz. Ea 16c; 4 for 60c

## Beginner's Motorless Set $3.88

Building fun for young engineers. Girders, wheels, pulleys to build bridges, cranes . . even a mobile radar scanner

Wt. 3 lbs. 3 oz.
49 N 2332 Set $3.88

## Build big space age models rocket gantry, astronaut crane, action conveyor belt

*209-piece Electric Set $17.99

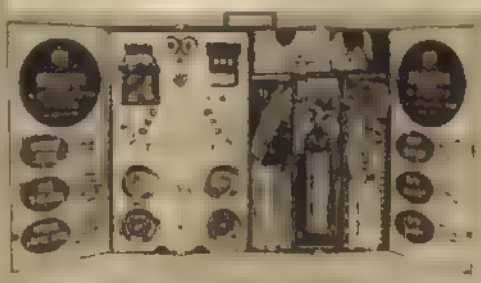
Pretend you're the structural engineer for Cape Canaveral. The astronaut crane, mobile rocket gantry plus hundreds more can be powered by the forward and reverse, 4-position gear motor. In 19x11x3½-in. steel chest. 2-way electric motor, 2 power take offs. 110-120-volt, 60-cycle AC. UL listed.

49 N 2335 –Shipping weight 12 lbs Set $17.99

## *370-piece Electric Set builds moon drilling rig $25.00 cash NO MONEY DOWN

Construct drilling equipment that spins. Or make yourself a robot that actually walks, a turning satellite tracker . . even an old fashioned Ferris wheel. 21x12x3-inch chest. 2-way electric motor. 110-120-volt, 60-cycle AC. UL listed.

79 N 2336C—Shipping weight 18 pounds Set $25.00

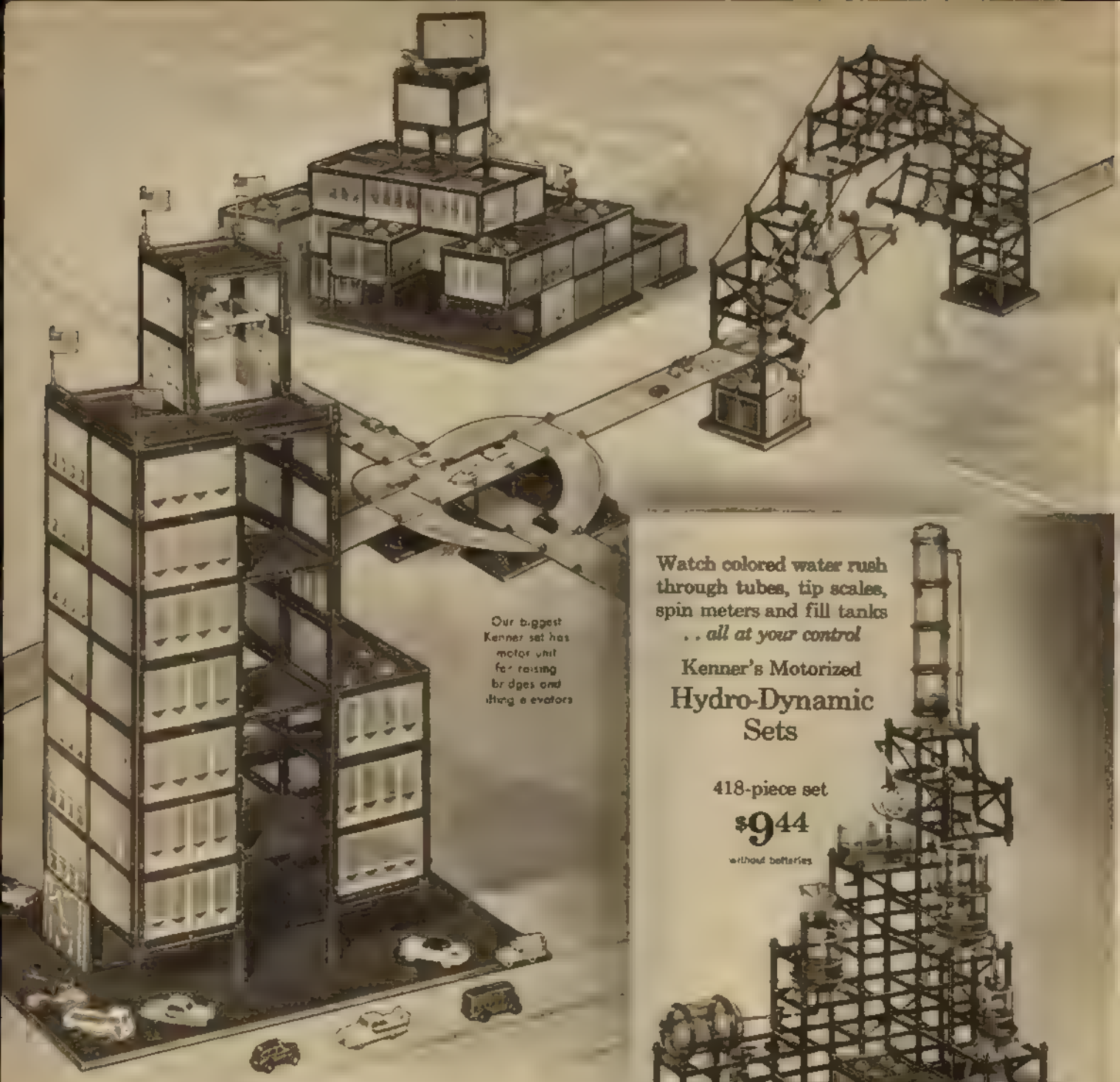


## *618-pc. Electric Set puts up giant astronaut trainer $35.00 cash NO MONEY DOWN

Special equipment makes your model trainer rock and whirl at the same time. You can build a working parachute jump with miniature chutes. 20x16x3-inch steel chest. 2-way electric motor. 110-120-volt, 60-cycle AC. UL listed.

79 N 6324K—Shipping weight 24 pounds ..... Set $35.00

*Total pieces do not include hundreds of nuts and bolts*




# Build Superhighways . . Factories . . Draw Bridges

**Plastic structures so sturdy, they can be picked up, carried**

**$3.44** (150-pc. set) to **$9.44** (640-pc. set) without batteries

Build a framework of girders and cross beams. Snap on prefab wall, window and roof panels. Run superhighways across bridges. Thrill to realistic action of motor and power units that make structures come to life — lift bridges, operate elevators. Create systems up to 3 feet high. Add to HO and O gauge train layouts.

Our biggest, 640 piece set has battery powered motor unit (order batteries below), plus switch assembly, pulleys, swivels, hinges and elevator cab cable. All building sets include Masonite Presdwood "foundations" and illustrated planning book. HO scale vehicles not included, see 49N2165 30-pc. set page 460

**Huge 640-piece, Motorized Bridge, Turnpike and Building Set.**
79N7346C Shpg. wt. 8 lbs. Set $9.44

**2 "C" Batteries, above.** Wt. ea. 2 oz.
79 N 4665—Each 16c . 4 for 60c

**605-piece Bridge, Turnpike and Building Set.**
79 N 2323C (No motor unit.) Wt. 7 lbs. Set $7.94

**330-pc. Bridge, Turnpike Set.** (No motor unit.)
49 N 2322 Shipping weight 4 lbs. 6 oz. Set $3.94

**189-piece Building Set.** (No motor unit.)
49 N 2320—Shpg. wt. 2 lbs. 5 oz. Set $3.44

**Watch colored water rush through tubes, tip scales, spin meters and fill tanks . . . *all at your control***

## Kenner's Motorized Hydro-Dynamic Sets

418-piece set
**$9.44**
without batteries

Use sturdy, snap-together plastic parts to design and build "industrial plants," refineries, chemical plants, purification systems . . up to 2½ feet high. Control pumps and valves. See water flow through your own hydro-dynamic system. With plastic tray base and illustrated instructions. Batteries not incl.

**Two Motor, 600 pc. Set.** 3 lights, 10 ft. tubing, 20x13 in. base.
79 N 1912L—(Order 4 batteries below.) Shpg. wt. 9 lbs. . . $14.44

**One Motor, 418 pc. Set.** With 6 ft. of tubing, 18x13 in. base.
79 N 1911C—(Order 2 batteries below.) Shpg. wt. 6 lbs. . . . . $9.44
79 N 4660—"D" Batteries for above. Wt. ea. 4 oz. Ea. 16c, 4 for 60c

# THE Shepherd FLEET FOR 1963

## for Discriminating Yachtsmen

The Shepherd Fleet for 1963 offers the discriminating yachtsman the utmost in quality construction, fine craftsmanship and seagoing beauty. Built strictly for your fun and relaxation, each Shepherd offers, within the limits of its size, every facility for your comfort. From the 16 foot Luxury Runabout to the Majestic 45 Motor Yacht all Shepherds are priced to give you dollar for dollar value comparable, or in excess of, any of today's pleasure craft. For complete information and the name of the nearest Shepherd Dealer, write Michael Boase, Sales Manager, Shepherd Boats, Limited

**SEE THIS SHEPHERD SHOW BOAT**

The 33 Express Cruiser—at the N. Y. Boat Show in January. Sleeps six. Teak decks and many "extras" are standard equipment. Twin 190 HP standard. Higher HP available.

**45 MOTOR YACHT**—Flagship of the Shepherd Fleet—Sleeps six or eight at the owner's option. Beautiful master stateroom aft. Spacious salon deckhouse. Private stateroom forward. Laminated safety plate glass in all windows. Teak decks. Many "extras" are standard. Twin power to 560 HP. Diesel available.

**38 MOTOR YACHT**—Seagoing beauty at its best. Sleeps six or eight at owner's option. Large salon deckhouse with safety plate glass windows, private stateroom forward. Teak decks and all equipment shown is standard. Twin power to 560 HP Diesel available. Spacious sundeck over master stateroom.

**28 EXPRESS CRUISER**—Sleeps four. New deep vee hull with edge fastened strip planks covered, inside and out, with fiber glass and dynel fabric. Teak decks, large cockpit and main cabin. Twin power, 370 HP

**25 EXPRESS CRUISER** Sleeps four. Available as Standard or Deluxe model, each with choice of interior arrangement. The Deluxe model is loaded with "extras". Single 190 HP standard, twin power optional

⚓ Other Shepherd Pleasure Craft . . . 16, 19 & 22 Foot Luxury Runabouts ⚓

***COMPARE Craftsmanship . . . Seaworthiness . . . Livability . . . Design . . . Value, and you will choose***

**Shepherd QUALITY CRUISERS**

NIAGARA-ON-THE-LAKE, ONTARIO, CANADA

$6.98

$9.89

## Famous Shirley Temple Dolls

Dimple-cheeked Shirley is sure to enchant your young actress. Doll is fashioned of nearly unbreakable plastic. She has jointed arms and legs; a soft vinyl plastic head that turns, with curly, rooted Saran hair that can be brushed, combed and even washed. Long lashes fringe her closing eyes.

**15-inch Shirley dressed in "Heidi" costume**—styled after her famous movie. Her glossy, rooted Saran hair is set in beautiful curls. Assorted style, colorful cotton dress is trimmed in ric-rac and embroidery. She also comes wearing pretty lace-edged undies, a pair of knit socks and vinyl shoes.
49 N 3628—Shpg. wt. 2 lbs... . $6.98

**12-inch Shirley with 4 outfits and accessories** . . all in a pretty gift box. It's fun to dress her into so many different moods with the big wardrobe included. She's dressed in lacy rayon slip, panties, shoes, socks. Outfits consist of: tailored trench-coat, tote bag, hat; cotton gown, plastic purse; sun dress and sun glasses. For dress-up, she has a nylon party dress with sewed-in cotton slip and imitation pearl necklace. Outfits may vary slightly.
49 N 3986—Shipping weight 2 pounds 12 ounces . $9.89

## Fashion Model Doll with 15-pc. wardrobe $7.57

10½ inches tall. A delight to dress . . to pose . . she stands alone. And she's so glamorous. Big go-to-sleep eyes have long lashes. Beautifully molded turning head and jointed arms of vinyl plastic. Turning waist, jointed legs are skin-color plastic. Rooted Saran hair may be washed and set. Wears bra, girdle, high heel shoes and earrings. Wardrobe includes rain outfit, afternoon dress, evening gown, crinoline, nylon stockings, high heel shoes, pocket book, sun glasses, imitation pearl necklace, 3 hangers. (Outfits may vary.)
49 N 3817—Shpg. wt. 1 lb. 4 oz. .....$7.57

$17.99
30-inch

$13.98
25-inch

## Terry Twist Dolls

Pose us in any position . . we even stand on one foot

$11.99
25-inch

We all have lovely rooted nylon hair to shampoo and set

**Famous Miss Ideal "Terry Twist" now at savings from $2.00 to $4.00.** Doll of molded plastic, shaped like a grammar school girl. Delicately tinted, precisely defined she almost comes alive. Her large eyes have thick lashes, open and close. Jointed arms, hips, ankles. Dresses may vary. Has Beauty Kit with comb, curlers, lotion.

## Beautiful Bride is 32 inches tall $9.79

The bride is radiant in heavy white rayon satin gown drifted with nylon and lace. Hip bow. Bridal crown of simulated pearl tipped petals sits atop rooted plastic hair. Also wears crinoline, panties, white satin bridal shoes. Sleeping eyes have long lashes. Made of sturdy plastic with jointed legs, arms. She has a soft vinyl plastic turning head.
79 N 3690C—Shpg. wt. 5 lbs..... $9.79

**In Town-and-Country outfit.** Curly bob with French bangs. Smartly styled cotton dress has billowy skirt that is bow-trimmed. Rayon velvet jacket and straw-like hat top her outfit. Sewed-in petticoat has a filmy net ruffle. She wears lace-trimmed panties.

25-inch Doll *Was $17.99*
79 N 3669C—Shpg. wt. 5 lbs. $15.99

30-inch Doll. *Was $19.99*
79 N 3671C—Shpg. wt. 7 lbs. $17.99

**In Campus Outfit.** Long flowing hair may be easily pulled back into a pony tail. Dress trimmed with bouquet at waist. Bodice and hem have sheer embroidery. Attached petticoat circles in gathers, net ruffle over hem. She wears laced-edged panties.

25-in. doll. Shpg. wt. 5 lbs.
79 N 3667C—*Was $16.99* .... $13.98

30-in. doll. Shpg. wt. 7 lbs.
79 N 3668C—*Was $17.99*..... $14.99

**In Capri-styled Outfit.** Cotton smock snaps in back. Capri pants and shoes. She comes in assorted style "Hair-sets" including pigtails and long bob.

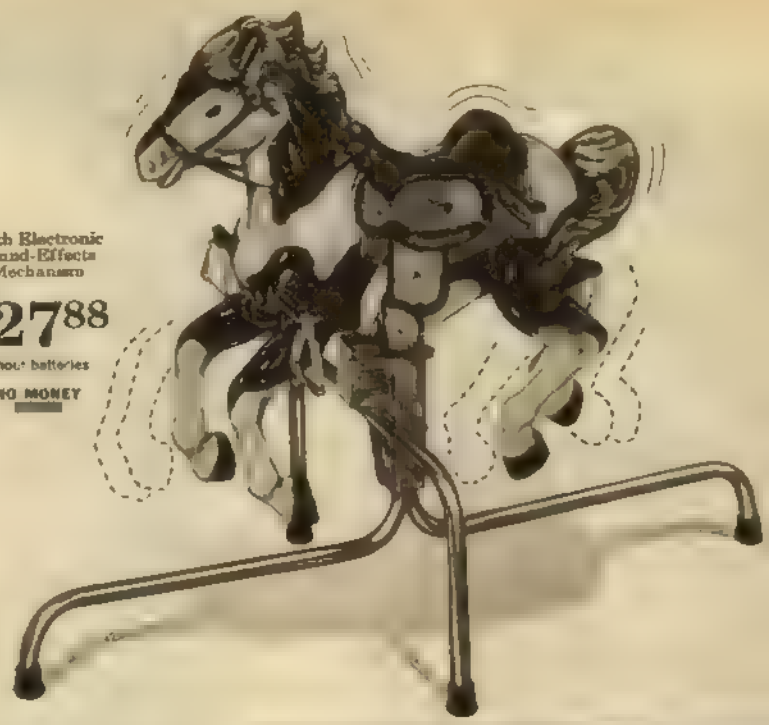
25-in. doll. Shpg. wt. 5 lbs.
79 N 3663C *Was $15.99* .... $11.99

30-in. doll. Shpg. wt. 7 lbs.
79 N 3666C—*Was $16.99* .... $13.99

## "CYCLONE"..a rockin', bouncin', gallopin'

# WONDER HORSE

### (and listen to him whinny!)



With Electronic Sound-Effects Mechanism

**$27.88** without batteries

NO MONEY

Listen to trotting or galloping noises, whinnies or snorts—with just a touch of rider's foot. "Cyclone" does 11 different sound effects *electronically* with push-button ease. He thrills youngsters with lively action, too. Plenty of rocking, bouncing and bucking his specially activated legs actually "gallop."

Brown pinto body of soft vinyl feels real. Western accessories, "tooled" saddle, removable reins, stirrups. Strong 1¼ inch tubular steel frame in copper-color finish. 26½-inch saddle height, fine for youngsters 1 to 7. (Takes 2 "AA" batteries, sold below.) Freight (rail or truck) or express.

79 N 7554NM—Shipping weight 34 lbs. ..... $27.88

"AA" batteries for electronic sound effects device in horse above.

79 N 4666M—Shipping weight 1 ounce ..... Each 16c; 4 for 60c

1

## "BLAZE" gallops *and* talks

Made by Mattel **$29.88** Cash NO MONEY DOWN

1 "How about some hay?" asks Blaze when you pull the Magic Ring. He also whinnies, neighs, says 11 different things in all (thanks to spring-wound talking unit). Rock him, and all 4 legs gallop realistically. Rock back, he rears at angle. Rock forward, he kicks up heels. So realistic because his spring action is all inside. Made of gleaming hi-impact rigid plastic in black with white markings. Molded black saddle and red blanket. Separate reins, fixed hand posts, 2-position foot rests. 1 inch tubular steel stand. Extra big saddle height 29 inches. Ages 1 to 7. Assembles easily. Shipped by freight (rail or truck) or express.

79 N 7555N—Shpg. wt. 39 lbs. ..... $29.88

2

## PALOMINO runs on wheels

**$19.88**

2 Zoom, he's off.. propelled by his rider, who raises and lowers his weight on drive-bar pedal. Drive mechanism is ball-bearing mounted. Pony rocks forward and back in "galloping" action. Even rears back on hind legs without tipping. Steers like a tricycle. Molded of golden-brown hi-impact plastic, 7-inch wheels, semi-pneumatic tires. Red enameled frame of 1-inch tubular steel. Saddle height 20 inches. Stirrups adjust for 2 to 8-year olds. Easy to assemble.

79 N 8009K—Shpg. wt. 22 lbs. ..... $19.88

3

## "FLASH" has *moving* legs

**$24.95** Cash NO MONEY DOWN

3 Watch those legs really gallop as your youngster bounces on this white-and-black pinto. Legs move individually, controlled by built-in stirrups. "Flash" is molded of almost unbreakable acetate, on 1-in. tubular steel stand in aluminum-color finish. 4 heavy coil springs for lively action. Saddle height 28½ in. Ages 1 to 7. Easy to assemble. Shipped by freight (rail or truck) or express.

79 N 7557N—Shpg. wt. 28 lbs. ..... $24.95

## English-made Bronco actually walks . . turns left or right

**$24.95**

NO MONEY DOWN

So rugged he's steel), but obedient as a young cow poke could ask. Dappled brown-and-white bronco "gallops" straight ahead when both stirrups are pushed . . . steers left or right when only one is pressed. When pulled by red plastic reins, follows rider smoothly on 4 rubber wheels.

He's designed to keep riders 2 to 9 firmly in the saddle. Realistically detailed, with smooth baked enamel finish that's easy to keep gleaming. Size 26¾ inches long, 30½ in. high. Saddle height 19½ inches. Comes fully assembled, ready to ride.

79 N 7556L—Shipping weight 25 lbs. $24.95

**NO MONEY DOWN on Sears Easy Terms**

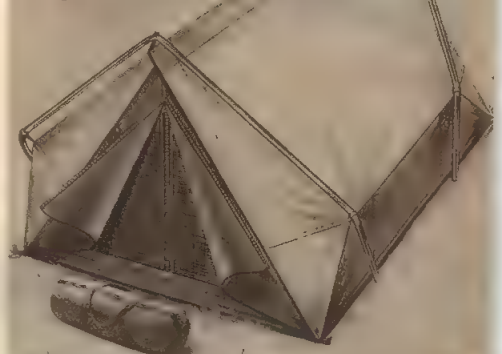
## World Famous Explorer Sir Edmund Hillary says:

"I tested this Pack Tent on my recent expedition to the Himalayas. The outside tubular aluminum frame sets up easily, so you can make or break camp in minutes. It sleeps 3 in sprawl-out comfort . . even 4 if need be. And, best of all, it weighs less than 14 pounds."

Sir Edmund Hillary, conqueror of Mt. Everest and member of the Ted Williams' Sports Advisory Staff for Sears

Complete with Carry Case

**$50.00** cash **NO MONEY DOWN**

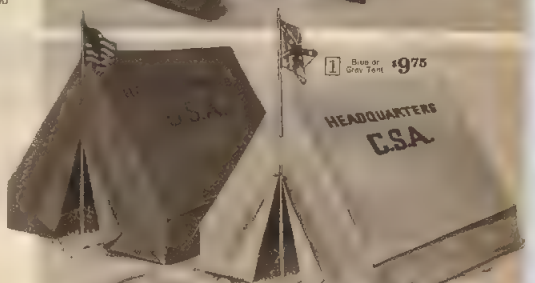


Boasts lots of *usable* living space. Yet it folds into it's own compact (6x16-in.), easy-to-carry case. Lightweight blue and orange fabric of tightly woven polyester fiber and cotton. And it's water repellent to keep you dry in the heaviest downpour. You get cross-ventilation, too, thanks to big zip nylon screen door and full zip rear window. Washable nylon floor. 6-foot width, 8 foot length; 4-foot center height

**6 N 7877L**—Shipping weight 13 pounds . . . . . $50.00

## *Pitch a Play Tent in the safety of your backyard*

### Even tots can enjoy "camping out" . . and they're never out of your sight




**1** **Civil War Tents.** Pick your color—blue for the North, gray for the South. Then plan battle strategy (just like General Grant and General Lee did) in your own 4 ft. 10 in. by 6 ft. 6-in. headquarters with the appropriate 12x18-inch flag snapping in the breeze. Cotton-sheeted tent fabric is tough, holds up for battle after battle. 4½-ft. center height. Poles, ropes, stakes included

**6 N 7736C**—Blue (Union) color

**6 N 7737C**—Gray (Confederate) color

Shipping weight 8 pounds . . . . . $9.75

**2** **Indoor-outdoor Dome Tent.** Sewn-in floor means no floor scuffs when set up indoors, no bugs or drafts when set up outdoors. Durable cotton sheeting with fiber glass frame that fits inside double-stitched seams. Zip door. 4½-ft. sq. base, 4½-ft. center height. Red with blue.

**6 N 7709C**—Shipping weight 6 pounds. . . . . $12.75

**Economy Model** (not shown). Similar to (2). No floor. Fiber glass, wood frame. Tie-flap door. Green, yellow.

**6 N 7708C**—Shipping weight 6 pounds. . . . . $8.95

**3** **Umbrella Tent.** Same popular style that adults use for camping, hunting. Cotton sheeting with sturdy wire frame, jointed wood center pole. Awning ties to 2 wood poles or over door for those "secret" meetings. 7 ft. sq. base, 2½ ft. sq. eave, 5 ft. center height, 3½ ft. eave height. Stakes, wire, ropes included. Light green.

**6 N 7758C**—Shipping weight 9 pounds. . . . . $8.87

**4** **5-sided Indian Teepee . . sets up indoors or out.** A "must" when you, the chief, decide to hold a peace parley or plan a war party. Suction cups for pitching indoors, wire stakes and ropes for pitching outdoors. Made of cotton sheeting with center pole and 2 awning poles. Awning doubles as door flap for added privacy. 4x6-ft. base. Yellow, red color with Indian on 2 sides

**6 N 7745C**—Shipping weight 4 pounds . . . . . $5.00

**5** **Water-repellent Pup Tent.** Heavy-duty 6.15-oz. cotton drill fabric . . just like on our adult tents. Tie-flap. Jointed wood extension pole. Stake down uses fabric stake loops sewn to tent. 3 ft. 3 in. center height. 5x7-ft. size. Stakes and ropes included. Forest green. Sleeps two.

**6 N 7714**—Shipping weight 7 pounds 8 ounces. $7.29

# All new typewriters

PORTABLE STANDARD

Office-size keyboard

Page Gage

Quickset margins

## Smith-Corona Electric Portable 124.99 Tax Paid

**NEW SMITH-CORONA ELECTRIC PORTABLE TYPEWRITER.** Features automatic repeat action! Extra pressure on space bar or hyphen-underline key will cause automatic action until key released. Typewriter same height, depth, keyboard width, key size, spacing as on office typewriter plus convenience, economy of portable. Other features: Page Gage indicates amount of paper at bottom of page; touch selector for exact touch preferred; impression control dial to regulate force with which type bar hits paper; key-set tabulator. Standard 10" carriage. All-steel trim-line carrying case, Sage Gray. Shpg. wt. 25 lbs.

31 B 0329R—Elite type. Tax Paid ..... 124.99
31 B 0328R—Pica type. Tax Paid..... 124.99

NO MONEY DOWN
JUST OUR AMER-CAN CREDIT SYSTEM

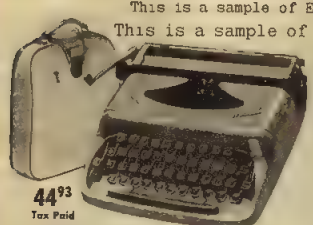
158.33 Tax Paid

## new Remington standard

**NEW REMINGTON STANDARD UPRIGHT TYPEWRITER.** Now, enjoy the all-around superiority of a brand-new full-size office machine at an unbelievably low price! Many de luxe features include full 88-character keyboard plus 4 extra keys; exclamation point; figure 1 plus, equal signs. Automatic key-set tabulator; extra large tab bar. Visible left, right margins set without moving carriage. Positioning scale balances margins for centered work. "Tested Tempo" touch; touch regulator. Balanced type bars. Racer-fitted keys. Line finder key release; erasure shield, etc. 11" carriage. No money down—see Page 358.

31 B 0938R—Shpg. wt. 42 lbs. Specify: Elite or Pica .....Tax Paid 158.33

This is a sample of Elite type
This is a sample of Pica type



44.93 Tax Paid

**CONSUL COMET PORTABLE TYPEWRITER with Carrying Case.** Modern, streamlined, quality lightweight portable with full-size standard keyboard, 10" carriage; full-size standard ribbon, automatic ribbon reverse. Weighs only 7½ lbs. without case. Easy-set margin stops, end-of-line bell; instant margin release, fold-away paper support, half ratchet spacing. Light, easy touch. *Specify* Elite or Pica. *Specify color* Beige or Turquoise.

31 B 4003R—Wt. 12 lbs. Tax Paid.....44.93

## Do your adding electrically!

**NEW REMINGTON MODEL 8 ELECTRIC ADDING MACHINE.** Business-machine performance plus compact portability at never-seen-before price! Check these features: prints on tape for permanent records; transparent paper cutter, 10-key ease, speed, simplicity. Lists to 8 figures; totals 9. Correction lever; column indicator, misoperation damage preventer. 11⅛x7⅝x8". Cycolac cover. 90-day guarantee. No money down.

31 B 0934R—Wt. 11 lbs. Tax Paid 77.50
31 B 0935R—Carrying case. Wt. 4 lbs. 9.95

77.50 Tax Paid

159.97 Tax Paid

Consul Adder
31.25 Tax Paid

84.57 Tax Paid

**CONSUL ADDER WITH CARRYING CASE.** Adds, multiplies long problems in seconds. Goes anywhere. Works anywhere. Accurate instant visible total with immediate 1-stroke clearing. Light, rugged, compact, portable; fits in drawer or brief case. Precision built for lifetime service; 2-year free parts guarantee. Lists 8 columns, totals 9 on easy-to-operate, streamlined speed keyboard. Dark maroon housing. Zippered carrying case. No money down.

31 B 4002H—Shpg. wt. 7 lbs.....Tax Paid 31.25

**REMINGTON RAND HAND CASH REGISTER, Model 322.** Bookkeeping cash register plus adding machine. Self-balancing; subtracts paid-outs, so cash balances with tape total. Registers cash sales, charges, receivables, paid-outs, no-sales. Locked-in totals, subtotals. Jamproof keyboard. Rapid-handle return. Single-stroke answers, direct subtraction. Key with 5-way lock, tamper-proof tape, jamproof steel drawer. Ring-up $999.99. Total $9,999.99. 18⅝x13⅛x10¾" high.

31 B 0936R—Wt. 52 lbs. Tax Paid..... 159.97

**REMINGTON RAND FULL-KEYBOARD NON-ELECTRIC ADDING MACHINE, Model 1.** Addition, direct subtraction and single-stroke answers speed your work. Heavy-duty hand-operated adding machine features hand-span jamproof keyboard with rapid-handle return. Automatic jump totals and subtotals, self-correcting keyboard. Lists 6 figures, totals 7. Compact, portable, completely redesigned case in smart two-tone blue. Weighs only 16 pounds. Shpg. wt. 19 lbs.

31 B 0937R—Tax Paid. No money down.. 84.57

# Reconditioned Typewriters

**Standard Office Models at Savings**

- **100% Reconditioned.** Completely stripped, inspected. Scientific chemical cleaning to remove dirt. All broken and excessively worn parts replaced with new parts. Painted surfaces refinished with baked enamel—metal parts refitted or polished
- **Guaranteed** Each machine rigidly inspected and adjusted by Factory trained experts—all with full 90 day guarantee
- **Shipping Notice.** All machines shipped promptly FOB New York or Illinois.

**223.75**

**IBM MODEL A ELECTRIC.** Our finest electric typewriter — a best seller! Fully automatic—takes only a feather touch. Completely electrified key board, automatic carriage return, automatic back spacer, automatic tabulator impression control for uniform letters. Completely reconditioned. AC only. Gray crackle finish. With dust cover, instr. *Specify Elite or Pica* Wt. 50 lbs. No money down

| | |
|---|---|
| 31 B 3656F—12" carriage | 223.75 |
| 31 B 3657F 16" carriage | 233.75 |

**165.95**

**ROYAL MODEL RE ELECTRIC.** Completely electrified keyboard and carriage return automatic tabulator continuous repeat vertical spacing repeat horizontal spacing Magic Margins. Fully reconditioned. Gray crackle finish, dark blue plastic keyboard AC only With dust cover instructions *Specify Elite or Pica* Wt. 45 lbs No money down

| | |
|---|---|
| 31 B 3692F 12" carriage | 165.95 |
| 31 B 3653F 16" carriage | 175.95 |

**122.50**

**ROYAL MODEL HH** Famous Royal features! "Palm" tabulator and easy margins 88 character keyboard, 2 color ribbon automatic reverse Touch control selector Fully reconditioned Tan crackle finish green plastic keyboard. With dust cover, instr *For 11" carriage—specify Elite or Pica.* Wt 40 lbs. No money down

| | |
|---|---|
| 31B3608F 11" Specify type | 122.50 |
| 31 B 3656F—12" Elite only | 124.50 |
| 31 B 3609F—16". Elite only | 126.50 |

**102.50**

**ROYAL MODEL KMG.** Magic Margin control, universal standard keyboard finger comfort keys keyset tabulator automatic ribbon reverse and variable line spacer Fully reconditioned Gray crackle finish—plastic keyboard With dust cover and instructions 3 carriage sizes Elite type only Wt 40 lbs No money down

| | |
|---|---|
| 31 B 3641F 11" carriage | 102.50 |
| 31 B 3659F -13" carriage | 105.95 |
| 31 B 3642F—16" carriage | 108.95 |

**165.95**

**UNDERWOOD ELECTRIC.** De luxe work saving typewriter that increases output the effortless way. Has Underwood features typists want most. All electric keyboard, automatic tabulator, electric carriage return. Convenient margin sets—work with a flick of the finger AC only. Completely reconditioned. Gray crackle finish With dust cover, instructions *Specify Elite or Pica type* Wt 50 lbs No money down

| | |
|---|---|
| 31 B 3662F 13" carriage | 165.95 |
| 31 B 3663F 16" carriage | 175.95 |

**109.50**

**99.75**

**95.75**

**UNDERWOOD GOLDEN TOUCH** One of the most current typewriters available fully reconditioned Full 44-bar scier keyboard with plus and equal key Easy front set margins, automat ic tabulator, 2-color ribbon device. Handsome soft crackle finish, plastic keyboard. With dust cover, instructions *Specify Pica or Pica type* Wt 35 lbs. No money down

| | |
|---|---|
| 31 B 3664F—11" carriage | 109.50 |

**UNDERWOOD MODEL 150.** Packed with Underwood features. Finger form keys, automatic tabulator visible margin settings snap out platen for easy cleaning Easy fingering standard keyboard Fully reconditioned. Gray crackle finish, plastic keys. With dust cover instructions. *Specify Pica or Pica* Wt 40 lbs No money down.

| | |
|---|---|
| 31 B 3665F—11" carriage | 99.95 |

**SMITH CORONA MODEL 88** With modern features galore Margin stopsel with knob of finger automatic tabulator Page Gauge tells lines a measure 2 color ribbon snap out platen Fully reconditioned Gray crackle finish plastic keyboard With dust cover instr *Specify Elite or Pica type* Wt 40 lbs No money down

| | |
|---|---|
| 31 B 3666F 11" carriage | 95.75 |

**153.75**

**REMINGTON ELECTRIC.** Beautifully styled—easy typing Electrified key board, automatic carriage return, automatic tabulator Features impression control for typing numbers of copies Automatic ribbon reverse 2-color ribbon for red black and stencil cutting AC only Completely reconditioned Gray crackle finish. Modern green plastic keyboard With dust cover instr *Specify Pica or Pica type* Wt 45 lbs No money down

| | |
|---|---|
| 31 B 3660F 13" carriage | 153.75 |

**92.50**

**REMINGTON SUPER-RITER** Visible margin sets, automatic tabulation key, ro-tone lever 2-color ribbon Standard keyboard. Reconditioned. Gray crackle finish green plastic keys Dust cover instr *Specify Elite Pica type* Wt 40 lbs

| | |
|---|---|
| 31 B 3643F 11" carriage | 92.50 |

**98.50**

**REMINGTON SILVER STRIPE** Standard model Easy margins auto matic tabulation 2-color ribbon 88 character keyboard, key release. Reconditioned Gray crackle finish green plastic keys Cover matic *Specify Elite or Pica* Wt 40 lbs.

| | |
|---|---|
| 31 B 3661F 11" carriage | 98.50 |

**67.75**

**REMINGTON NOISELESS** Whisper soft operation Automatic tabulator easy margin sets 2 color ribbon standard keyboard touch control Reconditioned Gray crackle finish green plastic keyboard With dust cover instr Elite only Wt 40 lbs

| | |
|---|---|
| 31 B 3645F 11" carriage | 67.75 |



This is a sample of Pica type  This is a sample of Elite type

# All new typewriters

PORTABLE STANDARD

Office-size keyboard

Page Gage

Quickset margins

## Smith-Corona Electric Portable 124.99 Tax Paid

**NEW SMITH-CORONA ELECTRIC PORTABLE TYPEWRITER.** Features automatic repeat action! Extra pressure on space bar or hyphen-underline key will cause automatic action until key released. Typewriter same height, depth, keyboard width, key size, spacing as on office typewriter plus convenience, economy of portable. Other features: Page Gage indicates amount of paper at bottom of page; touch selector for exact touch preferred; impression control dial to regulate force with which type bar hits paper; key-set tabulator. Standard 10" carriage. All-steel trim-line carrying case, Sage Gray. Shpg. wt. 25 lbs.

31 B 0329R—Elite type. Tax Paid ..... 124.99
31 B 0328R—Pica type. Tax Paid..... 124.99

NO MONEY DOWN
JUST OUR AMER-CAN CREDIT SYSTEM

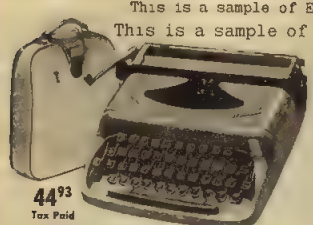
158.33 Tax Paid

## new Remington standard

**NEW REMINGTON STANDARD UPRIGHT TYPEWRITER.** Now, enjoy the all-around superiority of a brand-new full-size office machine at an unbelievably low price! Many de luxe features include full 88-character keyboard plus 4 extra keys; exclamation point; figure 1 plus, equal signs. Automatic key-set tabulator; extra large tab bar. Visible left, right margins set without moving carriage. Positioning scale balances margins for centered work. "Tested Tempo" touch; touch regulator. Balanced type bars. Racer-fitted keys. Line finder key release; erasure shield, etc. 11" carriage. No money down—see Page 358.

31 B 0938R—Shpg. wt. 42 lbs. Specify: Elite or Pica .....Tax Paid 158.33

This is a sample of Elite type
This is a sample of Pica type



44.93 Tax Paid

**CONSUL COMET PORTABLE TYPEWRITER with Carrying Case.** Modern, streamlined, quality lightweight portable with full-size standard keyboard, 10" carriage; full-size standard ribbon, automatic ribbon reverse. Weighs only 7½ lbs. without case. Easy-set margin stops, end-of-line bell; instant margin release, fold-away paper support, half ratchet spacing. Light, easy touch. *Specify* Elite or Pica. *Specify color* Beige or Turquoise.

31 B 4003R—Wt. 12 lbs. Tax Paid.....44.93

## Do your adding electrically!

**NEW REMINGTON MODEL 8 ELECTRIC ADDING MACHINE.** Business-machine performance plus compact portability at never-seen-before price! Check these features: prints on tape for permanent records; transparent paper cutter, 10-key ease, speed, simplicity. Lists to 8 figures; totals 9. Correction lever; column indicator, misoperation damage preventer. 11⅛x7⅝x8". Cycolac cover. 90-day guarantee. No money down.

31 B 0934R—Wt. 11 lbs. Tax Paid 77.50
31 B 0935R—Carrying case. Wt. 4 lbs. 9.95

77.50 Tax Paid

159.97 Tax Paid

Consul Adder
31.25 Tax Paid

84.57 Tax Paid

**CONSUL ADDER WITH CARRYING CASE.** Adds, multiplies long problems in seconds. Goes anywhere. Works anywhere. Accurate instant visible total with immediate 1-stroke clearing. Light, rugged, compact, portable; fits in drawer or brief case. Precision built for lifetime service; 2-year free parts guarantee. Lists 8 columns, totals 9 on easy-to-operate, streamlined speed keyboard. Dark maroon housing. Zippered carrying case. No money down.

31 B 4002H—Shpg. wt. 7 lbs.....Tax Paid 31.25

**REMINGTON RAND HAND CASH REGISTER, Model 322.** Bookkeeping cash register plus adding machine. Self-balancing; subtracts paid-outs, so cash balances with tape total. Registers cash sales, charges, receivables, paid-outs, no-sales. Locked-in totals, subtotals. Jamproof keyboard. Rapid-handle return. Single-stroke answers, direct subtraction. Key with 5-way lock, tamper-proof tape, zagproof steel drawer. Ring-up $999.99. Total $9,999.99. 18⅝x13⅛x10¾" high.

31 B 0936R—Wt. 52 lbs. Tax Paid..... 159.97

**REMINGTON RAND FULL-KEYBOARD NON-ELECTRIC ADDING MACHINE, Model 1.** Addition, direct subtraction and single-stroke answers speed your work. Heavy-duty hand-operated adding machine features hand-span jamproof keyboard with rapid-handle return. Automatic jump totals and subtotals, self-correcting keyboard. Lists 6 figures, totals 7. Compact, portable, completely redesigned case in smart two-tone blue. Weighs only 16 pounds. Shpg. wt. 19 lbs.

31 B 0937R—Tax Paid. No money down.. 84.57

# Reconditioned Typewriters

**Standard Office Models at Savings**

- **100% Reconditioned.** Completely stripped, inspected. Scientific chemical cleaning to remove dirt. All broken and excessively worn parts replaced with new parts. Painted surfaces refinished with baked enamel—metal parts refitted or polished
- **Guaranteed** Each machine rigidly inspected and adjusted by Factory trained experts—all with full 90 day guarantee
- **Shipping Notice.** All machines shipped promptly FOB New York or Illinois.

**223.75**

**IBM MODEL A ELECTRIC.** Our finest electric typewriter — a best seller! Fully automatic—takes only a feather touch. Completely electrified key board, automatic carriage return, automatic back spacer, automatic tabulator impression control for uniform letters. Completely reconditioned. AC only. Gray crackle finish. With dust cover, instr. *Specify Elite or Pica* Wt. 50 lbs. No money down

| | |
|---|---|
| 31 B 3656F—12" carriage | 223.75 |
| 31 B 3657F 16" carriage | 233.75 |

**165.95**

**ROYAL MODEL RE ELECTRIC.** Completely electrified keyboard and carriage return automatic tabulator continuous repeat vertical spacing repeat horizontal spacing Magic Margins. Fully reconditioned. Gray crackle finish, dark blue plastic keyboard AC only With dust cover instructions *Specify Elite or Pica* Wt. 45 lbs No money down

| | |
|---|---|
| 31 B 3692F 12" carriage | 165.95 |
| 31 B 3653F 16" carriage | 175.95 |

**122.50**

**ROYAL MODEL HH** Famous Royal features! "Palm" tabulator and easy margins 88 character keyboard, 2 color ribbon automatic reverse Touch control selector Fully reconditioned Tan crackle finish green plastic keyboard. With dust cover, instr *For 11" carriage—specify Elite or Pica.* Wt 40 lbs. No money down

| | |
|---|---|
| 31B3608F 11" Specify type | 122.50 |
| 31 B 3656F—12" Elite only | 124.50 |
| 31 B 3609F—16". Elite only | 126.50 |

**102.50**

**ROYAL MODEL KMG.** Magic Margin control, universal standard keyboard finger comfort keys keyset tabulator automatic ribbon reverse and variable line spacer Fully reconditioned Gray crackle finish—plastic keyboard With dust cover and instructions 3 carriage sizes Elite type only Wt 40 lbs No money down

| | |
|---|---|
| 31 B 3641F 11" carriage | 102.50 |
| 31 B 3659F -13" carriage | 105.95 |
| 31 B 3642F—16" carriage | 108.95 |

**165.95**

**UNDERWOOD ELECTRIC.** De luxe work saving typewriter that increases output the effortless way. Has Underwood features typists want most. All electric keyboard, automatic tabulator, electric carriage return. Convenient margin sets—work with a flick of the finger AC only. Completely reconditioned. Gray crackle finish With dust cover, instructions *Specify Elite or Pica type* Wt 50 lbs No money down

| | |
|---|---|
| 31 B 3662F 13" carriage | 165.95 |
| 31 B 3663F 16" carriage | 175.95 |

**109.50**

**99.75**

**95.75**

**UNDERWOOD GOLDEN TOUCH** One of the most current typewriters available fully reconditioned Full 44-bar scier keyboard with plus and equal key Easy front set margins, automat ic tabulator, 2-color ribbon device. Handsome soft crackle finish, plastic keyboard. With dust cover, instructions *Specify Pica or Pica type* Wt 35 lbs. No money down

| | |
|---|---|
| 31 B 3664F—11" carriage | 109.50 |

**UNDERWOOD MODEL 150.** Packed with Underwood features. Finger form keys, automatic tabulator visible margin settings snap out platen for easy cleaning Easy fingering standard keyboard Fully reconditioned. Gray crackle finish, plastic keys. With dust cover instructions. *Specify Pica or Pica* Wt 40 lbs No money down.

| | |
|---|---|
| 31 B 3665F—11" carriage | 99.95 |

**SMITH CORONA MODEL 88** With modern features galore Margin stopsel with knob of finger automatic tabulator Page Gauge tells lines a measure 2 color ribbon snap out platen Fully reconditioned Gray crackle finish plastic keyboard With dust cover instr *Specify Elite or Pica type* Wt 40 lbs No money down

| | |
|---|---|
| 31 B 3666F 11" carriage | 95.75 |

**153.75**

**REMINGTON ELECTRIC.** Beautifully styled—easy typing Electrified key board, automatic carriage return, automatic tabulator Features impression control for typing numbers of copies Automatic ribbon reverse 2-color ribbon for red black and stencil cutting AC only Completely reconditioned Gray crackle finish. Modern green plastic keyboard With dust cover instr *Specify Pica or Pica type* Wt 45 lbs No money down

| | |
|---|---|
| 31 B 3660F 13" carriage | 153.75 |

**92.50**

**REMINGTON SUPER-RITER** Visible margin sets, automatic tabulation key, ro-tone lever 2-color ribbon Standard keyboard. Reconditioned. Gray crackle finish green plastic keys Dust cover instr *Specify Elite Pica type* Wt 40 lbs

| | |
|---|---|
| 31 B 3643F 11" carriage | 92.50 |

**98.50**

**REMINGTON SILVER STRIPE** Standard model Easy margins auto matic tabulation 2-color ribbon 88 character keyboard, key release. Reconditioned Gray crackle finish green plastic keys Cover matic *Specify Elite or Pica* Wt 40 lbs.

| | |
|---|---|
| 31 B 3661F 11" carriage | 98.50 |

**67.75**

**REMINGTON NOISELESS** Whisper soft operation Automatic tabulator easy margin sets 2 color ribbon standard keyboard touch control Reconditioned Gray crackle finish green plastic keyboard With dust cover instr Elite only Wt 40 lbs

| | |
|---|---|
| 31 B 3645F 11" carriage | 67.75 |



This is a sample of Pica type  This is a sample of Elite type

# SCM SMITH-CORONA

MADE IN U.S.A.

SEAFOAM GREEN

ALPINE BLUE

**74.59** Tax Paid

# STERLING

## EXCLUSIVE FEATURES

- **STERLING**
  - Office-size Keyboard
  - Touch Selector
  - Pre-set Tabulator
  - Page Gage
  - Shipping weight—21 lbs.
- **GALAXIE**
  - Office-size Keyboard (2 Extra Keys)
  - Touch Selector
  - Key-set Tabulator
  - Page Gage
  - Quick-set Margins
  - Shipping weight—22 lbs.
- **SKYRITER**
  - Full Size Keyboard
  - Quick-set Margins
  - Page Gage
  - Error Control
  - Touch Selector
  - Shipping weight—12 lbs.

## Office Typewriter Features In An Economical Portable

Here's the "family portable . . . featured for everyone's typing needs. And it's packed with big office typewriter features. Rugged, yet beautiful the Sterling provides print-perfect typing qualities with greatest ease of operation. Specify Pica or Elite type and choice of color, include alternate color selection.

**STERLING ELITE.** Specify color wanted
31 B 0306R Shpg. wt. 21 lbs. Tax Paid **74.59**
**STERLING PICA.** Specify color wanted
31 B 0307R—Shpg. wt. 21 lbs. Tax Paid . . **74.59**

PLUS Special Value at $3.95 with purchase of any Smith-Corona Portable . . . A New 10-Day Touch Typing Course.

- Educator Approved Course of Study
- Five 7" Long Playing Vinyl Records
- Pressed by Columbia Records
- Handsome library style storage with Deluxe Portfolio
- Easel type, flip-over instruction book

Offer may be withdrawn at any time without notice.

SAGE GRAY

ALL METAL TRIMLINE CARRYING CASE INCLUDED

**101.98** Tax Paid

STAR MIST BLUE

## GALAXIE

The world's fastest non-electric portable . . . truly the aristocrat of portable typewriters. New, lighter carriage . . . more responsive touch . . . tailored to fit your speed and rhythm . . . lightning fast response. Specify Pica or Elite type. Set 1st and 2nd colors to avoid delay.

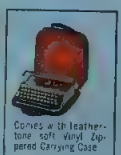
**GALAXIE ELITE.** Specify color
31 B 0322E—22 lbs. Tax Paid **101.98**
**GALAXIE PICA.** Specify color.
31 B 0321E—22 lbs. Tax Paid . . . . . **101.98**

NO MONEY DOWN HERE OUR AMERICAN CREDIT SYSTEM

**57.86** Tax Paid

CHARCOAL GRAY

## SKYRITER



Comes with leather-tone soft vinyl zippered Carrying Case

The lightweight precision-crafted portable . . . makes an ideal traveling companion. Has the high quality write of larger machines. Built sturdily with high acceleration and long life. Specify Pica or Elite type.

31 B 0306R—**SKYRITER ELITE.** Shpg. wt. 12 lbs. Tax Paid . **57.86**
31 B 0305R—**SKYRITER PICA.** Wt. 12 lbs. Tax Paid . **57.86**

Open Your Credit Account—Order Now And Save, Page 339

# Portables by Remington

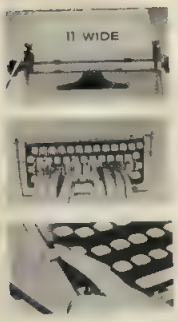
Easier to use, does more jobs than any other portable typewriter

## 104.17

*Tax paid*

Elite type
Pica type

NO MONEY DOWN
EASY AMERICAN CREDIT SYSTEM




**AND YOU GET THESE 21 QUALITY FEATURES TOO! 1.** Instant indent and column set. **2.** Erasure shield **3.** Line ruling . . makes vertical and horizontal lines with paper in machine. **4.** Right and left cylinder knobs. **5.** Carriage release **6.** Paper table with paper scale. **7.** Three-position paper bail **8.** Featherlight locked shift for caps and upper case characters **9.** Paper bail lever. **10.** Paper release lever **11.** Left or right margin release. **12.** Right and left shift lock **13.** Right and left shift key. **14.** Standard size space bar. **15.** Positive action back spacer **16.** Full 12-yard ribbon. **17.** Line space and carriage return lever locks carriage **18.** Synchronized scales for margin setting, centering paper **19.** Removable top cover for cleaning and access to ribbon **20.** Super strength frame **21.** New design protective carrying case

## FLEETWING Portable

**YOU'LL FIND ALL THE BEST FEATURES OF OUR FAMOUS OFFICE MODEL ON THIS FABULOUS NEW PORTABLE!**

The Remington FLEETWING is the most versatile portable yet made. It has so many desired features, is so complete that it can only be compared to a full size, professional office model typewriter! You get complete flexibility of use to speed up any typing job, to turn out more quality work and to reduce typing errors. The FLEETWING is a masterpiece, designed and engineered to let you breeze through the most exacting typing chore with ease and accuracy. For example, it has a personal touch regulator that lets you adjust the feel and action of the keyboard to fit your own personal requirements. You choose the most comfortable touch and automatically reduce fatigue for long typing assignments.

Other wonderful features include visible margins set directly from front of machine, patented, simplified ribbon changer, exclusive large-sized cylinder plus an office-size keyboard with 44 keys and 88 characters. Also synchronized scales for margin setting, centering paper and locating writing line; end-of page indicator . . doubles as paper support, automatic paper feed, left and right shift keys and locks. Paper bail scale and paper release lever. For full list of details see description at left. The FLEETWING comes complete with protective carrying case and the Remington COLOR-KEY Touch Typing Course at no extra cost. **Specify colors:** Flamingo, Jade Green or Gray

Choice of Pica or Elite type. Shipping Weight 15 lbs.

31 B 0939R—Elite—Specify color Tax Paid . . . . . 104.17
31 B 0940R Pica —Specify color Tax Paid . . . . . 104.17

---

## Remington "Holiday" portable

**49.95**

*Tax paid*

An economically priced model of unusually fine design and quality. Modern Cycolac wrap-around case protects precision parts against jolts and jars regardless of whether top is snapped shut or not. Office size features. Full 84 character keyboard. Line lock and bell; Card and writing line scale. Line spacing for 1 or 2 spaces, Automatic and Manual ribbon reverse; Two position paper bail. Back space key; Margin release; Left and right visible margin stops. Shift lock. Left and right shift keys. Conventional 81" width paper capacity. Rugged steel frame. Color-Key touch typing course included FREE. In blue only. Shipping weight 11 lbs.

31 B 0931R—Pica Type Only Federal Excise Tax Paid 49.95

## Remington MONARCH Deluxe portable

Produces sharp, clear printing with featherlight action. Solid construction for years of dependability. 84-character keyboard. single key instantly sets or clears columns and indents, personal touch regulator, variable line spacer, adjustable paper edge guide; calibrated scale on paper bail. Erasure table on cylinder card and writing line scale, removable top cover for ribbon change and easy cleaning, carriage centering device, two color ribbon and stencil control. Carrying case [illegible] typing course. **Specify** pearl or jade color.

31 B 0928R Elite Shpg wt 15 lbs. Federal Excise Tax Paid 79.95
31 B 0927R—Pica Shpg wt 15 lbs. Federal Excise Tax Paid 79.95

**79.95**

*Tax paid*

See Our Easy As ABC Order Blank, Page 354

# Our Finest Metal Skis ignore "ski out"

"They're still ready for the toughest mogul long after fine wood skis are 'skied out'. The camber's still there, though they've never been blocked. And they're still true. They've never thought of warping."

**Othmar Schneider,** Olympic Ski Champion

Without bindings

**$116.00** cash

**NO MONEY DOWN**

**1** **Combi "600."** Full length medium flex for the experienced recreational skier. One-piece steel edges, offset for added control. Polyethylene base needs little or no waxing. Blue plastic top. From Austria.

*Lengths:* A (6 ft.); B (6 ft. 3 in.); C (6 ft. 5 in.); D (6 ft. 7 in.); E (6 ft. 9 in.); F (6 ft. 11 in.). *State* A, B, C, D, E, F.

6 N 11068LF—With Tyrolia's best full-release bindings.$130.00
6 N 11067LF—Without bindings. . . . . 116.00

**2** **Riesenslalom "600."** Like skis at right, but with stiffer flex for the expert skier. The bindings are Tyrolia's best. They're full release. From Austria.

*Lengths:* A (6 ft. 7 in.); B (6 ft. 9 in.); C (6 ft. 11 in.). *State* A, B or C.

6 N 11070LF—With bindings $130.00
6 N 11069LF—Without bindings 116.00

**3** **Our Finest Ski Poles.** Strong, featherlight aluminum. Aluminum-rubber ring. Non-slip grips. Black-anodized finish. Pkg. of 2. *State length:* 51, 53, 55, 57, 59 in. Wt. 2 lbs.

6 N 1174CF Pkg. $12.97

**METAL SKIS GUARANTEED ONE YEAR**—If ski should break, return both skis. We'll replace the broken ski free of charge

| Shipping weights for skis in these lengths | Without bindings | With bindings | Shipping weights for skis in these lengths | Without bindings | With bindings | Shipping weights for skis in these lengths | Without bindings | With bindings |
|---|---|---|---|---|---|---|---|---|
| 5 ft. 11 in. to 6 ft. 2 in. | 10 lbs. | 14 lbs. | 6 ft. 3 in. to 6 ft. 8 in. | 12 lbs. | 15 lbs. | 6 ft. 9 in. to 7 ft. | 14 lbs. | 17 lbs. |

## *Youth Skis*

### Hardwood Ski Set $8.97 4 foot length

**4** Front throw levers and release toe irons. Ski is drilled for easy installation. Heavy plastic base. Top is blue plastic with white trim. Bamboo poles. From Japan.

4-ft. size. Fits sizes 12 to 2 boot
6 N 11015C—Wt. 7 lbs.... $8.97

4-ft. 5-in. size. Fits sizes 1 to 3 boot.
6 N 11016C—Wt. 7 lbs... $10.97

### Multi-laminated Hardwood Ski Set

**$22.50**

**5** Mounted lateral-release bindings include pivoting toe piece and adjustable front throw-lever

Steel-edged plastic base. Blue plastic top, white trim. Aluminum poles. From Austria.

Lengths A (5 ft.); B (5 ft. 3 in.), C (5 ft. 7 in.). *State* A, B or C.

6 N 1115LF—Wt. 10 lbs. . . $22.50

### Multi-laminated Skis of select hardwood

**$42.95**

**6** **Our finest youth ski.** Polyethylene base that needs little or no waxing. Interlocking ground-steel edges. Blue plastic top with inset plastic top edges. Full-release bindings. From Austria

Lengths A (5 ft. 5 in.); B (5 ft. 7 in.); C (5 ft. 9 in.). *State* A, B, C.

6 N 1116LF—Wt. 8 lbs . . . $42.95

### Aluminum Ski Poles

**7** Hardened-steel tip. Leather straps, plastic grips. Pkg. of 2

*State length:* 36, 39 or 42 inches.

6 N 1176CF—Wt. 2 lbs. Pkg. $2.97

### Ski and Sport Lock!

String 3-foot steel cable through ski bindings and pole straps, then around or through a stationary object. Cable locks at any length.

Locks bicycles, boats . . almost any kind of sports equipment. All stainless steel. Keys included.

6 N 11010—Shpg. wt. 7 oz.. $3.84

### Our finest Multi-laminated Skis

**$49.95** without bindings

**8** Hickory top, bottom laminations. Polyethylene base needs little or no waxing. Interlocking, steel edges. Blue plastic top. Inset plastic top edges. From Austria.

*State length:* 6 ft.; 6¼ ft.; 6½ ft.; 6¾ ft.; 7 ft. (7-ft. skis sent freight (rail or truck) or express) Shipping weights above.

**With Tyrolia full-release bindings.**

6 N 1162LF . . $63.95

**Without bindings.**

6 N 1161LF. . . $49.95

### Multi-laminated Ash Skis

**$28.87**

**9** Heavy plastic base. Steel edges. Red plastic top with white trim. Full release bindings, too. From Austria.

*Lengths:* A (5 ft. 11 in.), B (6 ft. 3 in.); C (6 ft. 7 in.) *State* A, B, C. Shpg. wt. 11 oz. above

6 N 11152LF. . $28.87

### Aluminum Poles

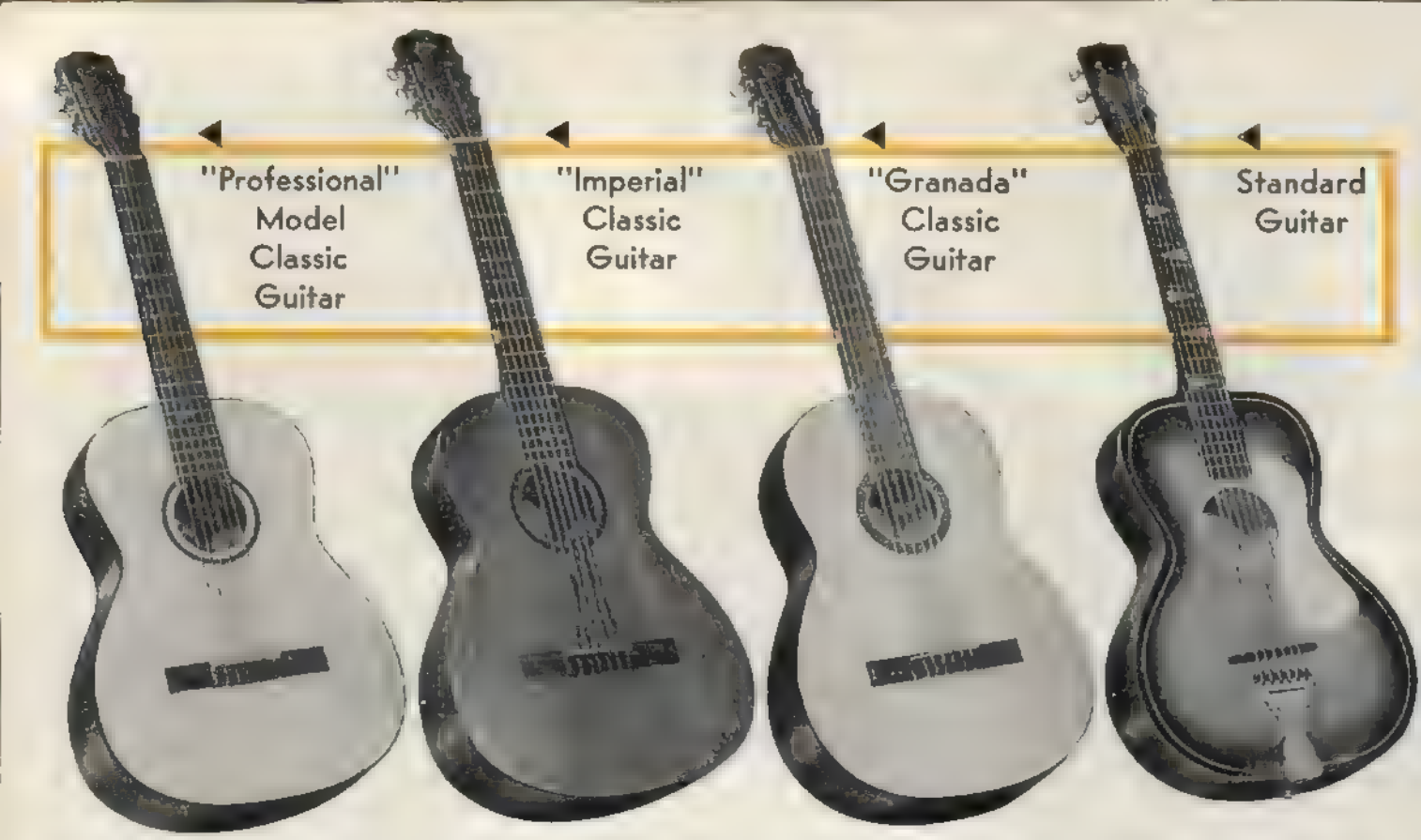
**10** Leather straps adjust. Plastic grips, rings. Set of 2.

*State length:* 45, 48, 51 or 53 inches.

Shpg. wt. 11 oz.

6 N 1170CF. Set $4.84

**TO ORDER SKIS:** Stand erect, arms over head. Measure from floor to base of hand. Order nearest length ski.

**TO ORDER POLES:** Stand erect, arms at sides. Measure from floor to armpit. Order nearest length pole.

**1641G8737— "Professional" Classic Guitar with Case.** Imported select Bavarian Spruce Top. Back and sides of finest Honduras Mahogany. Peruvian Mahogany neck. Brazilian Rosewood fingerboard and bridge. Inlaid White position dots on side of fingerboard. Nickel and Silver plated non-slip tuning pegs. Semi-gloss satin finish. Ship. wt. approx. 16 lbs. **Sugg. Retail $130.00**

All Mahogany finest seasoned Honduras body. Black and White inlay around sound hole. Nickel-Silver frets. Brazilian Rosewood fingerboard and bridge. Inlaid White side position dots. Mahogany neck. Nickel and Silver plated non-slip tuning pegs. Semi-gloss satin finish. Natural Mahogany finish, wt. approx. 16 lbs.

**1641G7066— Imperial Classic Guitar with Case. Sugg. Retail $124.00**

**1642G6844— Regal 3/4 Size Classic Guitar with Case.** Similar to above except 3/4 size. Ship. wt. approx. 9 lbs. **Sugg. Retail $121.50**

**1643G3920— "Granada" Classic Guitar.** Spanish-Venetian type classic guitar. Hand made by one of Mexico's oldest guitar-making families. Genuine Walnut body. Single wood binding, tapered neck. Beautiful ivoroid inlay around sound hole. Excellent craftsmanship throughout. Finest tone quality. Ship. wt. approx. 11 lbs. **Sugg. Retail $76.00**

**1644G1184—Standard Guitar.** Standard size guitar of selected hardwood construction. White stripe around top and sound hole. Hard maple ebonized fingerboard accurately fretted. Skillfully designed by expert craftsmen. Provides many hours of musical enjoyment. Two finishes: Gold Sunburst or Mahogany. Specify Finish. Ship. wt. approx. 9 lbs. **Sugg. Retail $33.95**

**1645G3287—"Sonata" ½ Size Guitar with Case.** Can be played as a classic (finger style) or Spanish Plectrum guitar. Hand fashioned Body and neck of selected Honduras Mahogany. Rosewood fingerboard and bridge. Ivory nut and bridge saddle. Inlaid White position dots on fingerboard front and sides. Black and White inlay around sound hole. Non-slip tuning pegs. Inlaid White position dots. Satin finish in natural Mahogany. Ship. wt. approx. 11 lbs. **Sugg. Retail $78.00**

**Baritone Ukulele.** Body and neck of selected Honduras Mahogany. Rosewood fingerboard and bridge. Fourteen frets to body. Ivory nut and bridge saddle. Inlaid White position dots on fingerboard front and sides. Black and White inlay around sound hole. Body edges bound with ivoroid. Ivory non-slip tuning pegs. Inlaid White position dots. Satin finish in natural Mahogany. Ship. wt. approx. 9 lbs.

**1646G1340—Baritone Ukulele with Case.**

**1646/3G3006—3 or more. Sugg. Retail $70.50**

**Deluxe Ukulele.** Aristocrat of standard size ukes. Body and neck of finest Mahogany. Rosewood fingerboard. Inlaid position dots. Black and White inlay around sound hole. Body edges bound with ivoroid. Ivory non-slip tuning pegs. Inlaid White position dots. Dark Mahogany semi-gloss finish. Ship. wt. approx. 7 lbs.

**1647G2919—Deluxe Ukulele with Case.**

**1647/2G2681—3 or more. Sugg. Retail $40.75**

**Quality Ukulele.** Hand crafted standard size uke. Body and neck of selected Mahogany. Rosewood fingerboard. Inlaid position dots. Black and White inlay around tone hole. Ebonized nut and bridge saddle. Non-slip tuning pegs. Rosewood butterfly head veneer. Natural Mahogany finish. Includes case. Ship. wt. approx. 7 lbs.

**1648G1824 Quality Ukulele with Case.**

**1648/3G1642—3 or more. Sugg. Retail $37.75**

**Standard Ukulele.** Hand fashioned body. Body and neck of selected Honduras Mahogany. Three strips of Black, White and Black inlay around tone hole. Koko fingerboard, three White position dots. Rosewood butterfly head veneer. Ivoroid nut and bridge saddle. Non-slip tuning pegs. Inlaid butterfly. Satin finish. Ship. wt. approx. 4 lbs.

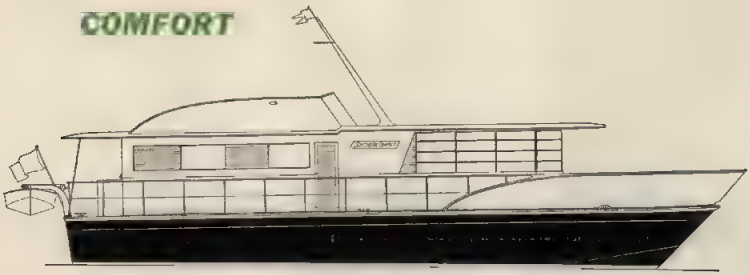
**1649G1241—Standard Ukulele.**

**1649/3G1207—3 or more Sugg. Retail $27.50**



**All Items Shipped New York or Chicago**

# SOUTHERN COMFORT

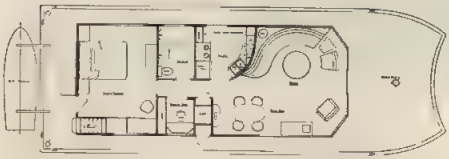


*An Unusual New 56-foot Houseboat*

*Though not intended for offshore cruising, the boat, light and well powered, can venture out when the weather is right, relying on her speed to duck into a harbor if necessary.*

INEXPENSIVE, light and easy to build: these were the demands of New Yorker Albert J. Schwarzler in asking MacLear & Harris to design for him a catamaran-type houseboat. The result is Southern Comfort, a 56-footer built largely out of plywood and completely planked by Surfside 6 builders, Ft. Lauderdale, Fla., in three weeks.—a boat, Frank MacLear tells us, that gives more speed (estimated 18 mph) with more space per dollar than any other type craft. Her lines show clearly the roominess she affords and her equipment list, the comfort. She has, to pick an arbitrary beginning, two air-conditioning units, a sunken bathtub, an intercom system, an independent 32- and 110-volt wiring system and a 32-volt continuous operating refrigerator and deep freeze. The galley has indirect lighting.

There is a power winch at the stern of each hull and a single capstan forward. The single steering station (steering is hydraulic) is on the flying bridge. Apart from a conventional hot- and cold-water pressure system, Southern Comfort is fitted out with a salt-water pressure system to the head, for showers, and to the deck to hose down the ground tackle. In all, she's an easy-living home.

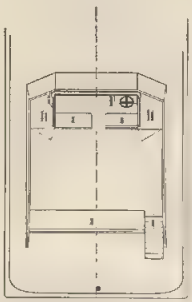


*Layout plan shows combination washer-dryer on after deck, the owner's double-bed stateroom aft and a dressing-room with large hanging locker just forward of it to starboard.*

*Case History*

**SOUTHERN COMFORT**

LOA: ..... 56 feet
LWL: ..... 49 feet
Beam: ... 20 feet
Draft: 1 foot 8 inches
Power: .... Two 310-hp MerCruisers
Owner: A.J. Schwarzler, Long Island, New York
Designer: MacLear & Harris, New York, N.Y.
Builder: ... Surfside 6 Floating Homes, Florida.



*Flying bridge arrangement shows divided helmsman-companion seat, navy top, and stowage lockers forward to port and starboard.*

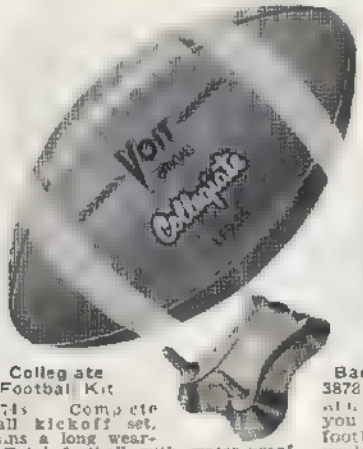
3877A1200—**Spalding's "Roger Maris" Autograph Glove.** Large size glove of Tan mitt leather with solid double-fold web now notched for added flex. New rolled-over rim at top of web provides safe, sure trapping action.
**Retail $18.50**

3411A1010—**Wilson's "Luis Aparicio" Pro Style Glove.** Endorsed and autographed by the Major Leagues best shortstop. Designed for fielding hot grounders and lofty fly balls. Top quality leather, grip-tite pocket, snap action and laced fingers. Two piece web and palm lacing.
**Retail $18.00**

3530A800 — **Spalding's "Roger Maris" Six-Finger Glove.** New large size model autographed by the Yankee star. This glove has full sheepskin lining. Leather-laced heel, fingers and criss-cross trap lacing. Top quality leather with all seams fully welted and split fingers. **Sugg. Retail $12.45**

3531A784—**Wilson's "Jim Piersall" Personal Model.** Dependable, grease-set pocket. Snap-action palm lacing allows complete glove control. Top quality leather and full leather lining. Wide, adjustable tie-down wrist strap. Fully welted and streamlined back fingers for lasting shape.
**Sugg. Retail $12.50**

**Bill Wade Official Football**
3532A650—Made of select pebble grain cowhide with exclusive Spalding tannage for finest feel and control. Lock stitched construction. Double cowhide lacing. Official size, shape and weight. Tan with White bands.
**Sugg. Retail $9.95**



**Collegiate Football Kit**
3100A745—Complete football kickoff set. Contains a long wearing official football with water-proof, scuff-proof rubber cover plus a bright yellow plastic kicking tee and handy inflating pump. The tee is the same design as that used in most professional collegiate and high school games. Ship wt. 3 lbs.
**Retail $11.50**

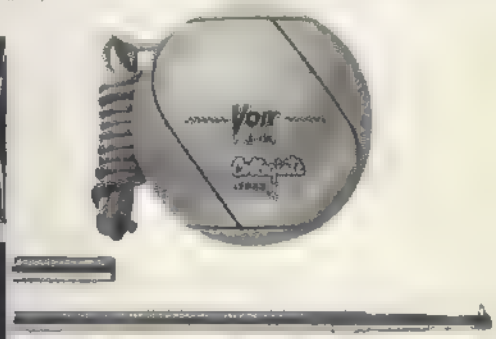
**Bart Starr Official Football**
3878A630—[illegible] performance and durability at a low price you can't beat the Bart Starr football. Ball is finished in grain leather with leather laces, double lining and white stripe around each end. Complete with football kicking tee.
**Sugg. Retail $8.90**

**Hugh McElhenny Autograph Football**
3402A627—This top performing model is designed by Wilson for long durable service. Made of full grain pebbled cowhide, triple lined for longer life, constructed to the standards of official size and weight. It has a strong rubber valve bladder. Laced with combination White leather and rawhide laces. Ball is Tan with two White stripes.
**Sugg. Retail $10.00**

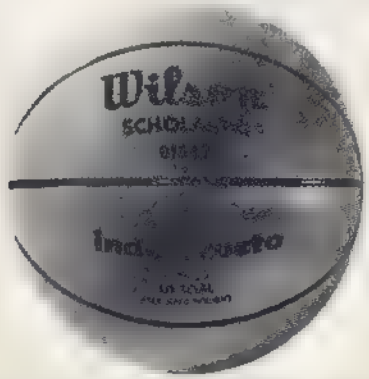
**Collegiate Basketball Set**
3534A1145—Convert your backyard into a playground with this kit. Set contains official Collegiate basketball with a Nylon 60 carcass encased in a long wearing rubber cover, plus sturdy ⅝" steel Net-Lock goal and net. Rules for 1-goal games and mounting instructions included. Ship. wt. 10 lbs.
**Sugg. Retail $14.50**

3531A640—**Official Collegiate basketball only**
**Sugg. Retail $9.95**

**MacGregor Basketball And Goal Set**
3881A559—All weather basketball and the net hook goal make up this fine set. Ball has pebble grain cover that is waterproof, washable and long lasting. Official size and weight. Goal is official size 18" diameter ring of ½" round steel. Orange baked on enamel finish. Net is No. 30 thread. Ship. wt. 5 lbs.
**Sugg. Retail $8.40**

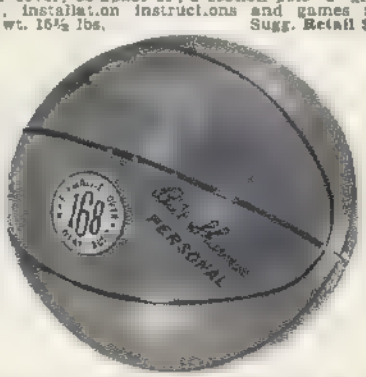


**Collegiate Tetherball Set**
3535A1216—This set provides a complete game for backyard or beach. Tetherball is becoming one of the nation's fastest growing games as it provides for a variety of team games. Contains long wearing official tetherball with durable lining and stingless rubber cover; compact 10', 3-section pole, 8" ground sleeve, installation instructions and games rules. Ship. wt. 16½ lbs.
**Sugg. Retail $18.90**




**Scholastic, Indestructo Basketball**
3120A349—Wilson Scholastic Basketball. Official size and weight. This water-proof model is extremely durable, has fine balance and proves to be an excellent playground performer. Perfect for use on any type playing surface. Ball features a sturdy, durable lining and tough, tan rubber cover.
**Sugg. Retail $8.50**

**Collegiate, Indestructo Basketball**
3247A784—A top Wilson model designed to meet all quality standards in most rugged play. Has a fine reinforced carcass, with durable, tan pebbled rubber cover. Is official size and weight.
**Sugg. Retail $12.50**

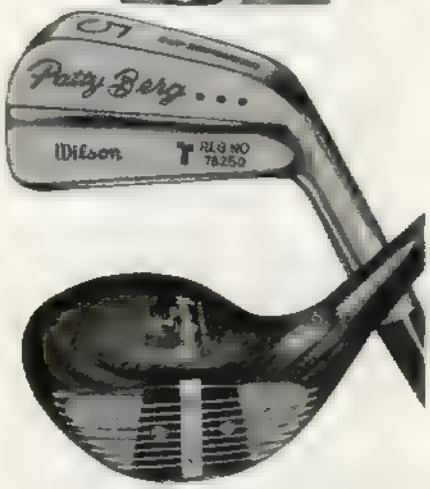



**Bill Sharman Personal Basketball**
3405A800—Personally approved by the veteran pro basketball star of the Boston Celtics. This rubber-covered basketball is built by Spalding craftsmen with all these features. Ny-Weave construction and Bright Tan "Permatite" cover with deep pebbles. Deep, Black cross channel seams. Official size and weight. Ideal for backyard and playground use.
**Mfr's. Sugg. Retail $12.45**

# Wilson GOLF CLUBS

## PATTY BERG ENDORSES THESE SUPERBLY DESIGNED LADIES' CLUBS

More than a quarter of a century ago, the all-time golfing great, Patty Berg, first became interested in the sport. Since that time, the spunky redhead from Minneapolis, Minnesota, has amassed many amateur and professional victories . . . a roomful of assorted silver trophies and more than $112,000 in prize money. As the women's all-time leading money winner, Patty's golf record boasts of three AP Women Athlete of the Year awards—1938, 1955 and 1956; three Vare trophies for low scoring average—1953, 1955 and 1956; and the women's world record of 64 for 18 holes, established by Patty in 1952 and as yet unequalled in women's golf.




### PATTY BERG CUP DEFENDER

**Left hand available on special order.**

**IRONS**—Compliments the ladies' game. Superbly balanced brightly stamped irons with sandblasted face. Even weight distributor of smartly designed blade aids in the development of accuracy and power. Bright Chrome finish Chrome plated Aer-Flo shaft. Perforated reminder grip of finest calfskin. Each set matched.

**2478A4234—Set of 6 Irons—3, 5, 7, 8, 9, Putter. Mfr's. Sugg. Retail $57.90**

**2479A3528—Set of 5 Irons—3, 5, 7, 9, Putter. Mfr's. Sugg. Retail $48.25**

**WOODS**—Strata-Bloc construction. Light Mahogany finish with Keystone fiber face insert. Embossed butterfly sole plate. Chrome plated Aer-Flo shaft. Reminder grip of calfskin. Each set matched.

**2480A3175—Set of 3 Woods—Driver, Spoon and No. 4 Spoon. Mfr's. Sugg. Retail $43.50**

**2481A2117—Set of 2 Woods—Driver and Spoon. Mfr's. Sugg. Retail $29.00**

### PATTY BERG AUTOGRAPH

**IRONS**—Precision made Chrome plated irons Poweramic head scientifically constructed to insure perfect balance and straight-to-the-green accuracy. Sand blasted face with straight line scoring. Calfskin Reminder grip with matched stitching. Chrome plated Speed-flo shaft. Each set matched. **Right Hand Only.**

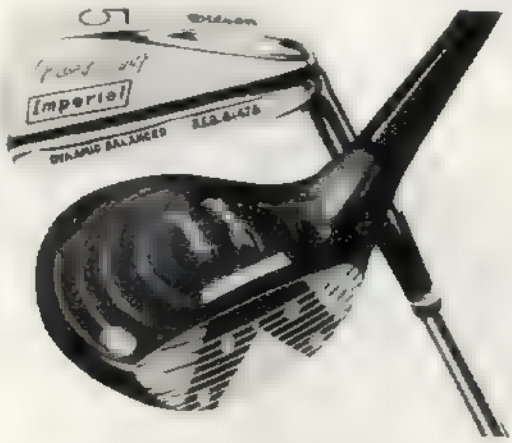
**3374A8526—Set of 8 Irons—3, 4, 5, 6, 7, 8, 9, Pitching Wedge. Mfr's. Sugg. Retail $117.00**

**3160A5331—Set of 5 Irons—3, 5, 7, 9, Putter Mfr's. Sugg. Retail $73.25**

**WOODS**—Smartly designed woods. Keystone fiber face insert. Chrome plated Speed-Flo shaft. Reminder grip positions hands automatically for correct swing. Carefully balanced head insured with scientifically designed sole plate. Grip of fine calfskin. Each set is matched. **Right Hand Only**

**2476A6174—Set of 4 Woods—Driver, Brassie, Spoon, No. 4 Spoon. Mfr's. Sugg. Retail $84.00**

**2477A4631—Set of 3 Woods—Driver, Spoon, No. 4 Spoon. Mfr's. Sugg. Retail $63.00**




### PATTY BERG IMPERIAL

**IRONS**—Unexcelled ladies' irons in bright Chrome finish blade with sand blasted face and back flange. Dynamic-Balanced head has perfect weight distribution. Chrome plated Head-Speed shaft. Handsome Reminder grip. Each set is matched. **Right Hand Only.**

**3617A11172—Set of 8 Irons—3, 4, 5, 6, 7, 8, 9, Pitching Wedge. Mfr's. Sugg. Retail $154.00**

**3618A8379—Set of 6 Irons—3, 5, 7, 8, 9, Pitching Wedge. Mfr's. Sugg. Retail $115.50**

**WOODS**—Premium class woods with nylon face insert. Dynamic-Balanced sole plate locked in place for life. Strata-Bloc heads with dark Cherry finish. Chrome plated Head-Speed shaft. Calfskin Reminder grip. Each set is matched. **Right Hand Only.**

**2840A7791—Set of 4 Woods—1, 3, 4, 5, Mfr's. Sugg. Retail $106.00**

**2841A5846—Set of 3 Woods—1, 3, 4, Mfr's. Sugg. Retail $79.50**

## the adjustable ALL-IN-ONE Golf Club

Designed for Every Shot in the Game

No bags to carry—carts to pull—or caddies to pay! Designed for every shot in your game—from driving off the tee, all fairway shots, to putting on the green. You'll get extra yardage shoot more accurately because you have only one club to become accustomed to. It's actually a full set of matched clubs all in 1. Club has famous Golf Pride Non-Slip Grip handle. Chrome step-down shaft and Stainless Steel head. Simply dial head to club position and lock. Complete with genuine leather head cover.

**1633A1845—Right Hand . . . . . Sugg. Retail $27.45**

**2537A1845—Left Hand . . . . . Sugg. Retail $27.45**

## A Water-Hole Necessity

**2-in-1 Retrievall**

**2705A483**—Compact ball scoop with exclusive flip-open feature. Converts into a sensational pick-up rake. Retrieves balls from any hazard. Made of rustproof high strength aluminum alloy. Folds and fits easily in your golf bag. Telescope shaft allows up to 12 ft. reach. **Mfr's. Sugg. Retail $7.50**

## PUTTERS WITH THE NEW ALL GLASS FIBER WONDERSHAFT, FROM SHAKESPEARE

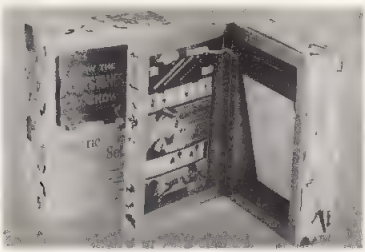
The feel that builds finesse is the big difference in Wondershaft. Like premium hickory, the Wondershaft seems to come alive in your hand. Once around the putting green will tell you better than words what this really means. Try it . . . for your game's sake.

**Mallet Head Putter**

**3827A1212** — Square toed mallet head putter. Contoured sole prevents drag on back stroke. Chrome plated, non-glare satin finished head, right hand only, end shafted with the advanced light blue tubular glass fiber "Wondershaft." Blue Golf Pride Informer all weather, non-slip grip. Put that sure touch around the green. **Mfr's. Sugg. Retail $17.95**

**3628A1212 — Rocker Head Putter.** Solid brass Rocker type head double-faced in satin finish with contrasting trim. Can be used right or left handed. Has the light tan all new tubular glass fiber "Wondershaft." Non-slip Golf Pride Informer grip. Rocker sole fits all types of terrain. **Retail $17.95**

# Lakeside Cops Top Honors in '63 Rigid Paper Box Competition



Lakeside Toys of Minneapolis copped three top honors last month in the 1963 Rigid Paper Box Competition sponsored by The National Paper Box Manufacturers Association, Philadelphia. In the Hobbies category, Lakeside won First Award for its children's Drawing Set Boxes, a series featuring Walt Disney and Flintstones TV show sets; and an Excellence Award for its Frame 'N Color Boxes, which use a lithographed wrap that colorfully tells the story of the contents within each box in the series. A Toys and Games Excellence Award also went to Lakeside for its Topper Game Box containing a game wheel and playing pieces in a colorful, orderly display. Featuring a white background with multi-color designs, the three winning boxes were made for Lakeside by Flour City Paper Box Company, Minneapolis.

The First Award in Toys and Games went to The B. C. M. Company (Derby), Ltd., England, for its Outlaw Guns Box which features a tan wood-grained covering paper and red interior, made for the firm by Robinson & Sons Ltd., Chesterfield, England.

Winning manufacturers and designers were proclaimed on May 16 during luncheon ceremonies at the National Convention of The National Paper Box Manufacturers Association in Chicago. It was the 13th consecutive annual rigid box contest sponsored by the association and the first one open to international competition. From the 3,900 entrants, 92 rigid boxes were selected to receive 102 awards. Awards were made for the boxes in 26 merchandise categories that showed "superiority in merchandising appeal." In addition, the winning boxes were selected for surface design, construction, display and protection. The best transparent, shelf and combination rigid-and-non-rigid boxes were also chosen.

# Standard Plastics' Midge Doll Case

Standard Plastic Products, Inc., 741 W. Front Street, Plainfield, N. J., is now offering a new doll case designed especially for Midge, "best friend" to the Barbie doll.

Called the Midge Doll Case (#380), the item is a matchmate for the popular Barbie doll case. Available in black, blue or red patent, the case features quality printing, vinyl and finish.

A $2.49 retailer (slightly higher on the West Coast), the case measures 10¾" by 12½" by 2¾". Packing is 12 per 20-pound carton.

### BIG "DRAG" FIRST ADDITION TO MONOGRAM'S 1/8-SIZE MODEL KITS

Monogram Models, Inc., Morton Grove, Ill., has introduced the Big "Drag" (#kit PC 84), the first addition to its line of big ⅛-size custom car model kits that began with the popular Big "T." Like its counter-

part, the Big "Drag" is modeled after the 1924 Ford "T" roadster bucket.

The kit has more than 140 parts in four colors, including the blue body and more than 100 chrome-plated parts, scaled at 1½" to the foot. The completed 18"-long roadster model has a wheelbase of 13" and a fuel-injected and blown Chevy 283 engine and tuned exhausts that give it the appearance of power and speed. Fully equipped with roll and push bars, a center-mounted racing steering wheel, Moon gas tank and accelerator pedal and short shift lever, the car also includes a hand brake, simulated upholstered center bucket seat and tachometer.

Other attractive features are a turtle deck at the rear, whitewall regular tires on the plated reversed-rim front wheels, whitewall racing slicks on the plated Mag rear racing wheels and a to-scale white racing helmet. A $10.98 retailer, the Big "Drag" kit was developed at Monogram's design department with the help of Daryl Starbird, the firm's car-design consultant who also developed customizing tips for the Big "T."

### PARK PLASTICS SHIPPING NEW TESSY PRESSY IRON PULL-TOY

Park Plastics Company, 104 Elizabeth Avenue, Linden, N. J., is currently shipping its new Tessy Pressy Iron (#619B), an 8" pull-toy made of soft colorful poly-

ethylene plastic.

Patterned after a real iron down to its simulated heat dial and raised handle, the toy also features a "face," four sturdy wheels, a pull-string and plug handle. Designed as both a fun and educational item, the Tessy Pressy Iron is unbreakable and can be pulled apart and reassembled.

Available in three colors, the item is individually packaged in a see-through box to retail at 98¢. Packing is 12 per 7-pound shipper.

# STRIKE OIL!!
# order 'THE BEVERLY HILLBILLIES' game
# by Standard Toykraft NOW!!!

This fun packed game presents 1963's biggest profit opportunity. It is brilliantly tied in with the greatest comedy hit of the T.V. Season.

- **Number 1 T.V. show in the nation. (Neilsen rating.)**
- **Seen by over 40,000,00 viewers.**
- **Acclaimed by critics all over the country.**

Your customers are clamoring for 'THE BEVERLY HILLBILLIES' Game . . . if you don't believe us — Ask 'em!

**$2.00** RETAILER

**ORDER NOW — IMMEDIATE DELIVERY!**

Standard Toykraft INC. Write for our '63 Catalog

SHOWROOM: SUITE 557 • 200 FIFTH AVENUE • NEW YORK 10, N. Y.
OFFICES • PLANT: 85 LORIMER STREET • BROOKLYN 6, NEW YORK

Superior

# FAMILY ENJOYMENT

the year 'round

Superior Table features

Patented playing surface adjusters. Metal channel bed supports for strength.

Ⓐ

for the first time **9 FOOT**
Professional size folding pool table

Low as
**300.00**
17' model

Ⓐ **PROFESSIONAL SIZE FOLDING POOL TABLES.** Thrill your family and be the envy of your neighbors with this magnificent new professional style folding pool table. Duplicates regulation models in design, looks. Features include durable and striking ribbed aluminum rails, deep natural walnut sides and legs, forged aluminum pockets with internal ball scoops and regulation linars. 100% wool billiard cloth in decorator choice turquoise, action gum rubber cushions warp resistant ¾" thick Formmm particle bed with metal channel bracing and rigid tubular folding hardware. Quality lathe turned balls, wrench operated leg adjustments level to any floor. All units include balls, cues, triangle, chalk, regulation overhead bead counters, rules, bridge stick.

**Regulation 9' size.** Height 31" Four 57" inlaid cues with full size 2¼" balls. Dimensions—83" x 112" x 14" Shpg wt 500 lbs.
65 B 6630F FOR New York. No money down 500.00

**Full size 8' model.** Height 31" Four 57" inlaid cues with full size 2¼" balls.
65 B 6631F—Shpg wt 420 lbs. FOB New York. No Money Down 366.66

**Full size 7' model.** Height 31" Four 57" inlaid cues with full size 2¼" balls.
65 B 6632F—Shpg wt. 350 lbs FOB New York. No money down 300.00

HOMEOWNERS FOLDING POOL TABLES

Low as
**186.67**

Ⓑ

★★★★
**NO MONEY DOWN**
H.S.E. OUR AMERICAN CREDIT SYSTEM

Baseball's hero . . . Stan MUSIAL spends hours relaxing with his family with a Superior home pool table.

Ⓒ

FAMILY FOLDING POOL TABLES

Low as
**120.00**

Ⓑ **Strong, heavy tables in moderate cost range.** Forged metal pockets, aluminum frame, solid wood sides in walnut finish. ¾" formmm bed with adjustable non-warp steel bracing. Folding steel braces on oversize legs, fast bounce gum cushions, leg levellers adjust to any floor. Turquoise wool billiard cloth. Equipped with cues, balls, triangle, chalk, scorers and rules.
**Regulation 8' model.** Height 31". 2–57" cues, lathe turned striped balls. Dimensions—80" x 112" x 11". Shpg. wt. 275 lbs.
65 B 6633F—FOB New York. No money down..... 266.67

CHECK ENTRY DIMENSIONS BEFORE ORDERING

**8' model.** Height 31". 2–57" cues, 2¼" striped balls.
65 B 6634F—Shpg. wt. 235 lbs. FOB New York. No money down .. 186.67

Ⓒ **Sturdy budget models.** Constructed with many of the best features of expensive units. Broad anodized aluminum rails. Decorator turquoise wool billiard cloth. Walnut finish solid lumber sides. Realistic molded pockets and rubber pocket liners. Heavy pedestal leg with walnut finish panels and strong folding hardware. ½" thick bed with metal reinforced braces and built-in playing surface leveling mechanism. Set includes full size 2¼" striped balls, 2–52" cues, triangle, chalk, bead scorer and rules.
**8' model.** Height 31" Shipping weight 200 lbs.
65 B 6635F—FOB New York. No money down..... 133.33
**7' model.** Height 31" Shipping weight 150 lbs.
65 B 6636F—FOB New York No money down. ..... 120.00

Ⓓ

TEEN FOLDING POOL TABLES

Low as
**79.75**

Ⓓ **Unusually well constructed 7' and 8' tables** in a popular price range. Contains basic features as panel legs, 7' high sides in walnut finish. Live gum cushions. Separate molded corners and pockets. ½" thick bed—metal braced. 8 individual bed adjustments. Leg levellers. Set of 2¼" full size striped balls. 2–52" cues, triangle, chalk, counters, rules.

**8' model.** Height 31" Wt. 175 lbs.
65 B 6637F FOB N Y. 93.33
**7' model.** Height 31" Wt. 140 lbs.
65 B 6638F FOB N. Y 79.75

## JUNIOR POOL TABLES

**Give Junior the thrill of his lifetime with a table like Dad's.** Basic teen styling, walnut finish, open legs. Fully equipped. Includes set 1¼" balls, 36" cues. Size 24" x 45"
65 B 6639F Shpg wt 32 lbs FOB N Y No money down 26.00



Electronic Order Handling Speeds Your Order On Its Way

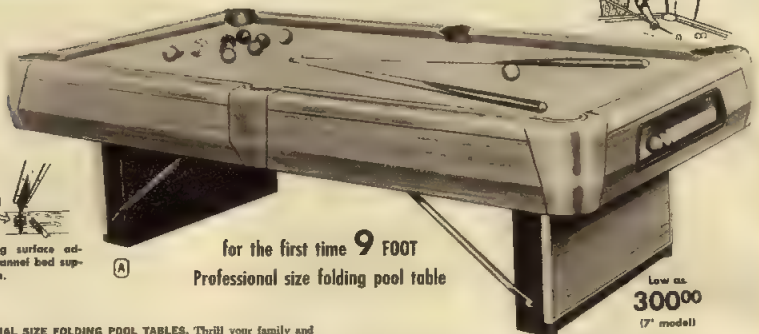
Superior

# FAMILY ENJOYMENT

**the year 'round**

All Superior Table features

Patented playing surface adjusters. Metal channel bed supports for strength.



Ⓐ

**for the first time 9 FOOT**
**Professional size folding pool table**

Low as **300.00**
(7' model)

Ⓐ **PROFESSIONAL SIZE FOLDING POOL TABLES.** Thrill your family and be the envy of your neighbors with this magnificent new professional style folding pool table. Duplicates regulation models in design, looks. Features include durable and striking ribbed aluminum rails, deep natural walnut sides and legs, forged aluminum pockets with internal ball scoops and regulation liners, 100% wool billiard cloth in decorator choice turquoise, action gum rubber cushions, warp resistant ¾" thick Formuun particle bed with metal channel bracing and rigid tubular folding hardware. Quality lathe turned balls, wrench operated leg adjustments level to any floor. All units include balls, cues, triangle, chalk, regulation overhead bead counters, rules, bridge stick.

**Regulation 9' size.** Height 31" Four 57" inlaid cues with full size 2¼" balls. Dimensions--63" x 112" x 14". Shpg. wt. 500 lbs.
65 B 6630F—FOB New York. No money down. . . . . 500.00

**Full size 8' model.** Height 31" Four 57" inlaid cues with full size 2¼" balls.
65 B 6631F—Shpg. wt. 420 lbs. FOB New York. No Money Down 366.66

**Full size 7' model.** Height 31" Four 57" inlaid cues with full size 2¼" balls.
65 B 6632F—Shpg. wt. 350 lbs FOB New York No money down . 300.00

ROLLAWAY FOLDING POOL TABLES

Low as **186.67**

Ⓑ

NO MONEY DOWN USE OUR AMERICAN CREDIT SYSTEM

Baseball's here . . . Stan MUSIAL spends hours relaxing with his family with a Superior home pool table.

Ⓑ **Strong, heavy tables in moderate cost range.** Forged metal pockets, aluminum frame, solid wood sides in walnut finish ¾" formium bed with adjustable non-warp steel bracing Folding steel braces on oversize legs, fast bounce gum cushions, leg levellers adjust to any floor Turquoise wool billiard cloth. Equipped with cues, balls, triangle, chalk, scorers and rules.

**Regulation 9' model.** Height 31". 2--57" cues, lathe turned striped balls. Dimensions--80" x 112" x 11". Shpg wt. 275 lbs.
65 B 6633F—FOB New York. No money down. . . . . 266.67

CHECK ENTRY DIMENSIONS BEFORE ORDERING

**8' model.** Height 31". 2--57" cues, 2¼" striped balls.
65 B 6634F—Shpg. wt. 235 lbs. FOB New York. No money down. . 186.67

FAMILY FOLDING POOL TABLES

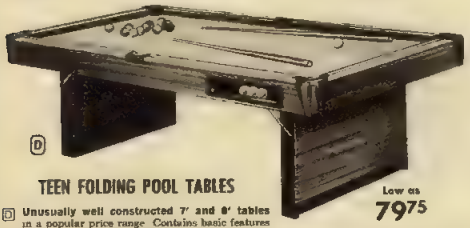
Low as **120.00**

Ⓒ

Ⓒ **Sturdy budget models.** Constructed with many of the best features of expensive units Broad anodized aluminum rails. Decorator turquoise wool billiard cloth. Walnut finish solid lumber sides. Realistic molded pockets and rubber pocket liners. Heavy pedestal leg with walnut finish panels and strong folding hardware. ½" thick bed with metal reinforced braces and built-in playing surface leveling mechanism. Set includes full size 2¼" striped balls, 2--52" cues, triangle, chalk, bead scorer and rules

**8' model.** Height 31" Shipping weight 200 lbs.
65 B 6635F—FOB New York. No money down. . . . . 133.33

**7' model.** Height 31" Shipping weight 150 lbs.
65 B 6636F—FOB New York No money down. . . . . 120.00



Ⓓ

TEEN FOLDING POOL TABLES

Low as **79.75**

Ⓓ **Unusually well constructed 7' and 8' tables** in a popular price range Contains basic features as panel legs, 7" high sides in walnut finish. Live gum cushions. Separate molded corners and pockets. ½" thick bed--metal braced 8 individual bed adjustments. Leg levellers. Set of 2¼" full size striped balls, 2--52" cues, triangle, chalk, counters, rules.

**8' model.** Height 31" Wt. 175 lbs.
65 B 6637F -FOB N Y 93.33

**7' model.** Height 31". Wt. 140 lbs.
65 B 6638F—FOB N Y 79.75

## JUNIOR POOL TABLES

**Give Junior the thrill of his lifetime with a table like Dad's.** Basic teen styling walnut finish open legs Fully equipped Inculas set 1¼" balls, 36" cues. Size 24" x 45"
65 B 6639F—Shpg wt. 32 lbs FOB N Y. No money down 26.00

## 60+40

Remember the days of 60 and 40 . . . life was sure simple then. Remember when the same toy sold for years rather than months? Mmm . . . delicious profits

If you're one of those poor souls counting more of what goes out than comes in heed this tidbit· *Steiff toys sell as well, one year to the next . . . no dead items here . . . and those beautiful, beautiful mark-ups.*

Rush to your nearest Steiff distributor for help and shout for the new 1963 catalogue. Go!

* All Steiff toys are hand made

Importers of Steiff toys

Loucap Company
1107 Broadway, New York 10
WAtkins 9-8584

Reeves International
1107 Broadway, New York 10
WAtkins 9-5412

## VIEWER PACK
**STORI-VIEWS**

Consists of one plastic viewer and 6 color pictures telling a children's story. Assorted stories. In "double blister" package.

Pkd. 12, wt. 3½ lbs.

| No. | | Retail |
|---|---|---|
| PV-98 | ⊛ | $1.00 |

## PIXIE FILMS
**STORI-VIEWS**

Set of 6 3-dimensional pictures that tell one complete story. In full-view package. Subjects include fairy tales, cowboys, Indians, wild animals, zoo animals, travel, nature, scenic wonders and children's stories.

Pkd 12, wt. 1 lb.

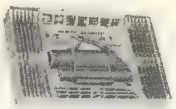
| No. | | Retail |
|---|---|---|
| SL-49 | ★ | $0.50 |

## KALEIDOSCOPE
**STEVEN**

Colorful fibre cylinder is 7½ inches long, lithographed in 2 colors. Metal reinforced ends, transparent plastic eyehole cover.

Pkd. 12, wt. 2 lbs.

| No. | Retail |
|---|---|
| 25 | $0.30 |



## FLINTSTONES AND PEBBLES GIVE-A-SHOW
**KENNER**

Give 16 shows of new TV favorites, including Flintstones and Pebbles, The Jetsons, Touche Turtle, Hokey Wolf, Wally Gator, and Lippy Lion. Also included are other top TV favorites. Each show complete on a strip of seven 35 mm. color slides. Battery operated. Projects full-color pictures five feet square.

Pkd. 6, wt. 10 lbs.

| No. | | Retail |
|---|---|---|
| 504 | ★ | $5.00 |

## ASSORTED SHOWS
**KENNER**

Sets of extra shows are available. Each box gives six shows of famous characters. Each show is complete on a strip of seven 35 mm. color slides. Hence, each box contains 42 color slides.

Pkd. 18, wt. 5 lbs.

| No. | | Retail |
|---|---|---|
| 119 | ★ | $1.00 |

## KALEIDOSCOPE
**STEVEN**

Turning head provides revolving action. Handsomely lithographed in multi-colors. Metal reinforced ends, transparent plastic eyehole cover. 9 inches long.

Pkd. 12, wt. 3¼ lbs.

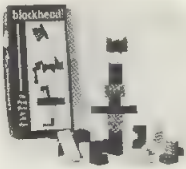
| No. | Retail |
|---|---|
| 50 | $0.60 |

## ASTRO LAUNCH
**OHIO ART**

Metal playing board with plastic dome. One die is sealed in dome and individually controlled for each player. Board is 17 x 17 x 1½ inches. Dome is 5½ inches in diameter.

Pkd. 12, wt. 25 lbs.

| No. | | Retail |
|---|---|---|
| 542 | ★ | $3.00 |




## BLOCKHEAD GAME
**SAALFIELD**

Includes 25 brightly colored wooden blocks of various shapes and sizes. Fun for all ages. Object is to stack every block on the pile

Pkd. 24, wt. 21 lbs.

| No. | | Retail |
|---|---|---|
| 7563 | ⊛ | $1.00 |

## TOON-A-VISION
**AMSCO**

Dial a face, over 65,000 different faces by the turn of a knob. Make your own funny cartoon faces appear on the screen. Size: 14⅝ x 13¾ x 1 inches.

Pkd. 24, wt. 16 lbs.

| No. | Retail |
|---|---|
| 1000 | $1.00 |

STROMBECKER

## INTERNATIONAL ROAD RACING SET

Time-Proven, Use-Tested for Precision, Quality and Realism

5760T1997—This 1/32 Scale International Road Racing Figure 8 Set provides the exciting realism of an actual road race. You can almost feel the surge of power as you press your speed control. Set contains 2 rheostat control throttles, chicane obstacle strip, 8 sections curved track, 6 sections straight track, 12 deluxe overpass supports, 8 sections of fence, big hi-volt, 10-16V. Power Pack. Includes a Ferrari Testa Rosa and a D-Jaguar ready to run. Track to transformer connectors and locking lugs included. All the thrills, speed, and spins of international sports car road racing. Ship. wt. 8 lbs. **Mfr's. Sugg. Retail $29.95**

AURORA

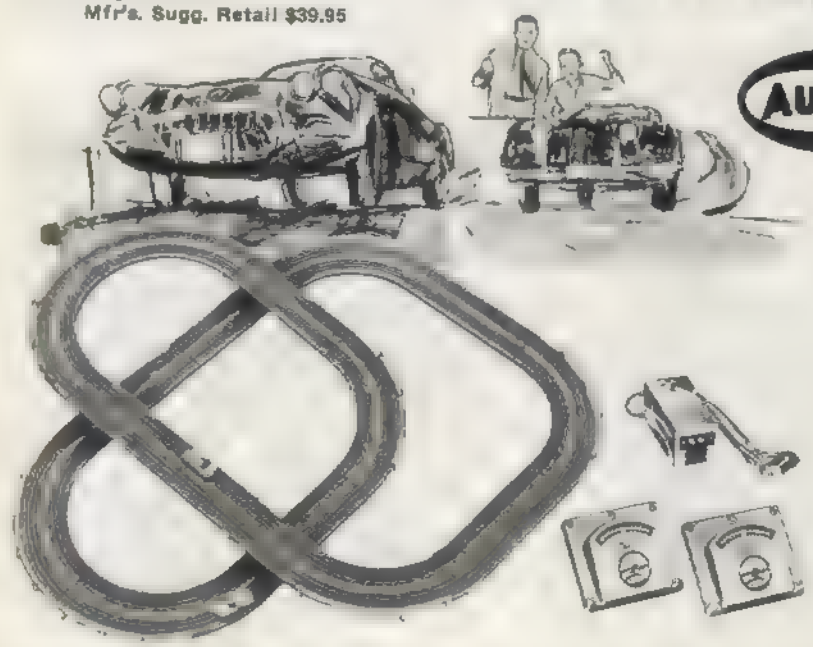
## CLASSIC "40" FOUR LANE RACING SET

Built In HO Scale

Four Cars Can Compete At One Time

5758T2663—Model Motoring is now twice as exciting. With these new 4 lane sets you can enjoy the ultimate in table-top racing. Four cars can compete in rallies that more closely approximate the famous meets at Sebring, Le Mans, and Watkins Glen. There are dozens of ways you can arrange your layout. Set consists of eight 9" radius curved road sections, eight 6" radius curved road sections, six 9" straight and two 9" terminal straight road sections, 4 speed controls, 1 transformer power unit. Four cars include: Mercedes Benz, Jaguar, Corvette, and Thunderbird. Gives you twice the action in half the space, lets you re-create any race course in the world. Ship. wt. 8 lbs.

**Mfr's. Sugg. Retail $39.95**



AURORA

## MODEL MOTORING SET in HO Scale

The Most Exciting Road And Racing Set In The World Provides Fun, Thrills, And Excitement

5759T1663—Here is an exciting over and under 2 lane racing set. Ultimate in table-top racing, twice the action in half the space, re-create any race course in the world. Zoom along the straightaway at 150 scale mph. Hair pin curves provide thrills and excitement. Set consists of eight 9" radius curved road sections, seven straight road sections, one 9" straight road section with connectors, two speed controls, two motor-powered vehicles, connecting wire, one transformer power unit, one set assorted trestle supports, posts, guard rails and rail posts. It's a sport, a game, a lifetime hobby. Ship. wt. 6 lbs.

**Mfr's. Sugg. Retail $24.95**

# Here's Where the ACTION is!

## 5 GREAT RACING SETS

**No. 9945 American Stock Car Set.** For the younger market—with a giant six foot figure-8 layout, Pontiac and Ford stock cars and powerful 16-Volt power-pack. Retail $24.95

**NEW! No. 9930 Hiway Patrol Set.** It's a game! It's a sport! It's racing fun at its best . . . and it's all New! Includes Police Car with flashing red light and siren, Hot Rod with billowing sparks, thrill-a-second lane changing and huge oval track. Retail $25.95

**No. 9950 International Road Racing Set.** Most popular road racing set in the industry! High performance D-Jaguar and Ferrari Testa Rosa racing cars, giant six foot figure-8 layout and new rheostat controls. Full color action gift box. Retail $29.95

**No. 9975 Indianapolis 5/1 Racing Set.** The most versatile set on the market—with enough track to build five famous track layouts. Includes improved Indy Bowes and Cooper Formula I racing cars, new lap counter and new rheostat controls. Largest layout—over 100 inches long! Retail $39.95

**NEW! No. 9959 4-Lane Mark IV Professional Racing Set.** The ultimate in racing sets for action-minded youngsters, teen-agers and adults who want the best—with huge 96" x 42" 4-lane layout, 4 new rheostat controls, 2 powerful 16-Volt power-packs and 4 great racing cars, including the new Ferrari Berlinetta and XKE Jaguar. Retail $64.95

The Strombecker "Full-Line Concept" works year 'round for increased traffic, greater sales and higher profits on complete Strombecker racing sets . . . and only Strombecker brings you the full-line of official 1/32 scale racing cars and official 1/32 scale accessories that keep your customers coming back time after time! Get the complete story on how you can cash in on the sales-action generated by the best in model road racing . . . the Full-Line by Strombecker. Write for new catalog today!

# STROMBECKER

STROMBECKER

DIVISION OF DOWST MFG. CO. / 600 N. PULASKI RD. / CHICAGO 24,

# Here's Where the ACTION is!

## 5 GREAT RACING SETS

**No. 9945 American Stock Car Set.** For the younger market—with a giant six foot figure-8 layout, Pontiac and Ford stock cars and powerful 16-Volt power-pack. Retail $24.95

**NEW! No. 9930 Hiway Patrol Set.** It's a game! It's a sport! It's racing fun at its best . . . and it's all New! Includes Police Car with flashing red light and siren, Hot Rod with billowing sparks, thrill-a-second lane changing and huge oval track. Retail $25.95

**No. 9950 International Road Racing Set.** Most popular road racing set in the industry! High performance D-Jaguar and Ferrari Testa Rosa racing cars, giant six foot figure-8 layout and new rheostat controls. Full color action gift box. Retail $29.95

**No. 9975 Indianapolis 5/1 Racing Set.** The most versatile set on the market—with enough track to build five famous track layouts. Includes improved Indy Bowes and Cooper Formula I racing cars, new lap counter and new rheostat controls. Largest layout—over 100 inches long! Retail $39.95

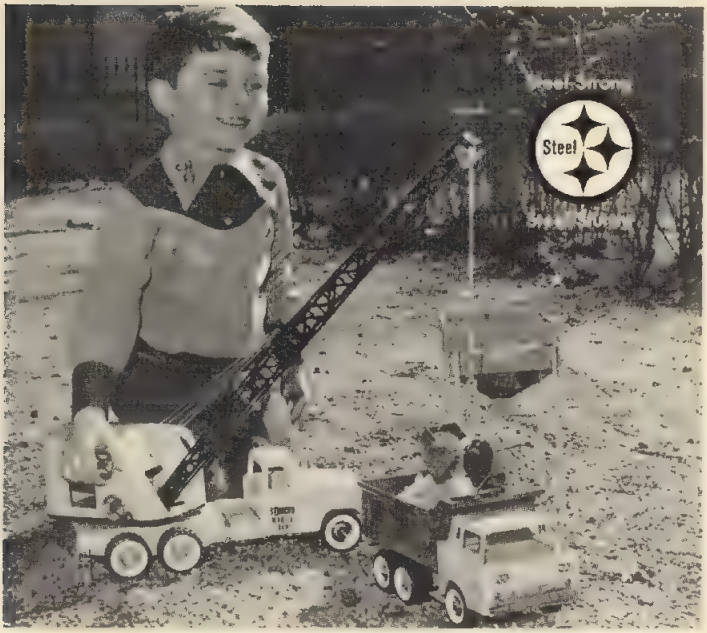
**NEW! No. 9959 4-Lane Mark IV Professional Racing Set.** The ultimate in racing sets for action-minded youngsters, teen-agers and adults who want the best—with huge 96" x 42" 4-lane layout, 4 new rheostat controls, 2 powerful 16-Volt power-packs and 4 great racing cars, including the new Ferrari Berlinetta and XKE Jaguar. Retail $64.95

The Strombecker "Full-Line Concept" works year 'round for increased traffic, greater sales and higher profits on complete Strombecker racing sets . . . and only Strombecker brings you the full-line of official 1/32 scale racing cars and official 1/32 scale accessories that keep your customers coming back time after time! Get the complete story on how you can cash in on the sales-action generated by the best in model road racing . . . the Full-Line by Strombecker. Write for new catalog today!

# STROMBECKER

STROMBECKER

DIVISION OF DOWST MFG. CO. / 600 N. PULASKI RD. / CHICAGO 24, Ill.




# STRUCTO

## LIVE-ACTION TOYS

*They're Child-Conditioned!*

WRITE FOR CATALOG

**STRUCTO MANUFACTURING COMPANY**

General Offices and Factory: Freeport, Illinois

New York Offices: Rooms 412-14-16, 200 Fifth Avenue

## AUTO TRANSPORT

**STRUCTO**

New cab-over-engine has seat, steering wheel, windshield and wrap-around bumper. Includes two die-cast metal cars. Ramp extends at rear for loading and unloading. White sidewall tires. Length 21⅞ inches, width 5⁹⁄₁₆ inches, height 6¼ inches.

Pkd. 6, wt. 33 lbs.

| No. | | Retail |
|---|---|---|
| 402 | ✱ | $4.88 |

## THE CUB SET

**STRUCTO**

Have any vehicle you want. Tops and doors are easily removable. Without tops or side doors you have a sport model; add doors and cab top, a pickup truck; with full-length travel top, a station wagon. Windshield and tailgate raise and lower. White sidewall tires, bright plated headlights and nickel-clad hub caps. Length 10¾ inches, width 5 inches, height (as Cub Station Wagon) 5 inches.

Pkd. 6, wt. 18 lbs.

| No. | | Retail |
|---|---|---|
| 350 | | $3.48 |

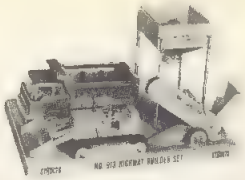
## WRECKER

**STRUCTO**

Modern cab has seat, steering wheel, side windows, rear window and wrap-around bumper. Steel cable hook grips bumper bar. White sidewall tires.

Pkd. 6, wt. 24 lbs.

| No. | | Retail |
|---|---|---|
| 301 | ✱ | $3.88 |



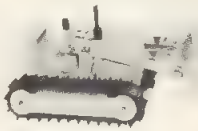
## HIGHWAY BUILDER SET

**STRUCTO**

Four piece set consisting of cab-over-engine dump truck, hi-lift bulldozer, sandloader and sand hopper. Each unit has operating parts. All-steel with rubber tires and tread.

Pkd. 1, wt. 11 lbs.

| No. | | Retail |
|---|---|---|
| 913 | ✱ | $9.88 |



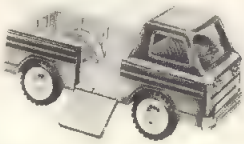
## HI-LIFT BULLDOZER

**STRUCTO**

Loader bucket raises, rising lever control, locks at low, medium or high positions. Bucket automatically dumps its contents. Size. 11¼ x 5¾ x 3¾ inches high.

Pkd. 6, wt. 13 lbs.

| No. | | Retail |
|---|---|---|
| 207 | ✱ | $2.88 |



## RAMPSIDE PICKUP

**STRUCTO**

Has new modern cab with windshield. Side ramp drops to curb level for loading and unloading. White sidewall tires. Length 10½ inches, width 4⅜ inches, height 5 inches.

Pkd. 6, wt. 13 lbs.

| No. | | Retail |
|---|---|---|
| 194 | ✱ | $1.88 |

## READY-MIX CONCRETE TRUCK

**STRUCTO**

New modern cab has seat, steering wheel, side windows (¼ the way up), rear window and wrap-around bumper. Actually mixes "cement." Rugged, water-tight plastic drum rotates as truck moves to the job. Fills through hopper on top. Tilts to empty down chute, which swings to the side out of the way when not in use. White sidewall tires. Length 15½ inches, width 6¾ inches, height 7¼ inches.

Pkd. 6, wt. 25 lbs.

| No. | | Retail |
|---|---|---|
| 408 | ✱ | $4.88 |

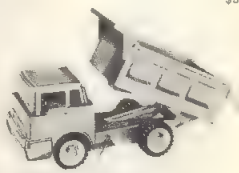
## HYDRAULIC DUMPER

**STRUCTO**

New modern cab has seat, steering wheel, side windows (¼ the way up), rear window and wrap-around bumper. Hydraulic cylinder raises and dumps body when lever is depressed. Non-toxic liquid in cylinder will not stain clothes, furniture or rugs. White sidewall tires. Length 13³⁹⁄₁₆ inches, width 5⁹⁄₁₆ inches, height 6⁹⁄₁₆ inches.

Pkd. 6, wt. 24 lbs.

| No. | | Retail |
|---|---|---|
| 401 | ✱ | $3.88 |



## DUMP TRUCK

**STRUCTO**

Cab-over-engine has seat, steering wheel, windshield and wrap around bumper. Lever raises body for dumping. Body can be locked in dump position. White sidewall tires. Size: 11⅜ x 5⅞ x 5¹³⁄₁₆ inches.

Pkd. 6, wt. 20 lbs.

| No. | | Retail |
|---|---|---|
| 300 | ✱ | $2.88 |

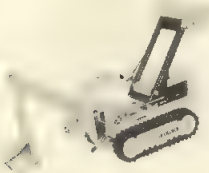
## CAMPER

**TONKA**

Camper provides plenty of room for equipment. Back panel swings out for loading. Van has five windows which slide open. Style-side truck features white sidewall tires with chrome wheel discs. 14⅛ x 8 x 5½ inches wide.

Pkd. 6, wt. 29 lbs.

| No. | | Retail |
|---|---|---|
| 530 | ⊛ | $5.00 |



## TRENCHER

**TONKA**

Dig, level, dump, haul, load with this vehicle. Lever raises bucket and load is dumped by trigger. Handle operates hoe. Tractor moves on deep-grooved treads. Size: 18¾ x 7⅞ x 5¼ inches wide.

Pkd. 6, wt. 15 lbs.

| No. | | Retail |
|---|---|---|
| 534 | ★ | $5.00 |

## JEEP DISPATCHER

**TONKA**

Fold down windshield, room in back for loading. Sturdy steel construction, plastic interior. Size: 9¾ x 5½ x 5¼ inches. Boxed.

Pkd. 12, wt. 22 lbs.

| No. | | Retail |
|---|---|---|
| 200 | ★ | $2.00 |

## OUTDOOR LIVING

**TONKA**

Jeep Surrey has gay stripes and cloth fringed top. Spare tire in back is detachable. Camper has smart, style-side body. Back panel of van swings out and windows slide open. Jeep Runabout carries 4 suitcases and pulls trailer with workable winch. Realistic boat has detachable motor. All vehicles are steel with white sidewall tires and chrome wheel discs.

Pkd. 1, wt. 11 lbs.

| No. | | Retail |
|---|---|---|
| 2140 | ★ | $14.00 |

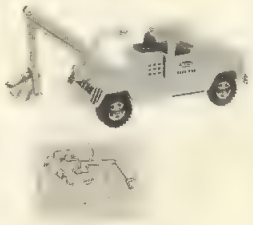
## STYLE-SIDE PICK-UP

**TONKA**

Standard pick-up with streamlined fenders. All-steel construction. Equipped with snap-open tailgate, white wall rubber tires, chrome discs and tail lights. Size: 14 x 5½ x 5½ inches wide.

Pkd. 6, wt. 18 lbs.

| No. | | Retail |
|---|---|---|
| 354 | ★ | $3.50 |



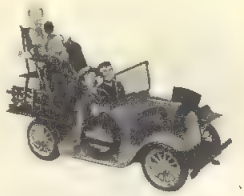
## BACK HOE

**TONKA**

Hoe, operated by control "arm," extends out and scoops up load. Pivots to either side to dump load. All-steel truck has operator's seat in back, rubber tires, and dual rear wheels. 17⅛ x 8½ x 6 inches wide.

Pkd. 6, wt. 20 lbs.

| No. | | Retail |
|---|---|---|
| 422 | ★ | $4.00 |



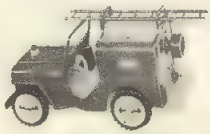
## BEVERLY HILLBILLIES

**IDEAL**

Almost two feet long, and brightly colored. The car is piled high with removable, unbreakable plastic replicas of Jed, Granny, Jethro, and Elly May. Also carries a comical assortment of Hillybilly paraphernalia. Wind motor, makes noises.

Pkd. 4, wt. 32 lbs.

| No. | | Retail |
|---|---|---|
| 4827 | | $10.00 |



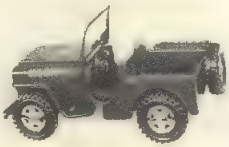
## JEEP PUMPER

**TONKA**

Hose squirts water when pumper is attached to garden hose. Equipment includes "emergency light", steering wheel, detachable ladder, trailer hitch, hand rail, fire extinguishers. Size: 10¾ x 6¼ x 5¼ inches wide.

Pkd. 6, wt. 15 lbs.

| No. | | Retail |
|---|---|---|
| 425 | ★ | $4.00 |



## MILITARY JEEP

**TONKA**

Fully equipped with steering wheel, seats and loading room in back. Wheels have chrome discs. Size: 10½ x 5½ x 5¼ inches wide.

Pkd. 12, wt. 25 lbs.

| No. | | Retail |
|---|---|---|
| 251 | ⊛ | $2.50 |

### LEN BOLTON IS APPOINTED FIELD SALES MANAGER BY AMT

The appointment of Len Bolton to the position of field sales manager has been announced by John Bacon, AMT vice-president of marketing.

Mr Bolton, formerly sales manager of

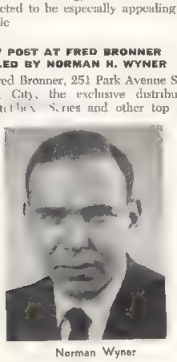
Len Bolton

Pyro Plastics, brings to his new post more than 10 years' experience in the toy and hobby industry. In his new capacity, he will be responsible for the coordination of sales efforts by AMT's sales representatives, jobbers and dealers.

AMT is a leading manufacturer of plastic scale model car kits. The company also manufactures a complete line of accessories and lacquers especially adapted for use on styrene plastic. One of the newest additions to the AMT line has been the Authentic Model Turnpike, a 1/25th scale, road racing game that features driver-controlled steering, an innovation that is expected to be especially appealing to the public.

### NEW POST AT FRED BRONNER FILLED BY NORMAN H. WYNER

Fred Bronner, 251 Park Avenue S., New York City, the exclusive distributor of 'Matchbox' Series and other top quality

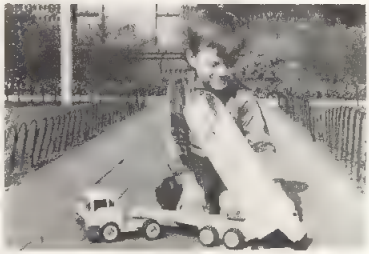


Norman Wyner

imported lines, has announced the appointment of Norman Wyner to the newly-created position of assistant to the president.

Mr. Wyner was with the Lionel Corporation for five years and served as assistant to Toy and Train Division President Alan Ginsburg in the areas of product development and marketing.

# Structo's Hydraulic Dump Truck



New in Structo's trend-setting 1963 line is the Hydraulic Trailer Dump Truck. Distinctive new features include a cab-over engine that has a seat, steering wheel, and wrap-around bumper. The trailer body raises and dumps its load automatically by means of a hydraulic cylinder which operates exactly like the giant Hydraulic Dump Truck from which it is modeled. Liquid in the air cylinder is non-toxic and cannot stain. White sidewall tires enhance the smart appearance.

Structo's Trailer Dump Truck retails for $5.88.

# New Subsidiary for Ed-U-Cards

Ed-U-Cards Mfg. Corporation, 36-46 Thirty-third Street, Long Island City, N. Y., has established Card Industries, Inc., as a wholly-owned subsidiary, it was announced by Irving Brambier, president of the concern.

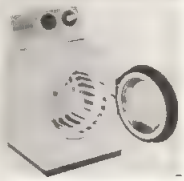
"Cards are the catalogs of the future," Mr. Brambier said. "A set of picture cards can often do a better sales job than the ordinary pamphlet-catalog." He added that Ed-U-Cards believes that with the creative presentation of colorful pictures the card set could become a collector's item in the office or home; that while telling a better and more concentrated sales story than a booklet, picture cards often cost less per set; that their novelty and style are certain to win them a more enthusiastic reception, and that with a single product exposure on each card, the advertiser can expect close and undistracted consumer attention for each item.

Mr. Brambier said that his firm anticipates "excellent acceptance" for the contest ideas, follow-up premiums and catalog presentations currently being readied by Card Industries. The new company will employ specially designed equipment which cuts and collates cards of all sizes accurately and at great speed. In addition, a new sales force has been established to demonstrate the value of cards to the industry, he advises.

Ed U-Cards has 17 years' experience in developing the use of picture cards as teaching aids and in creating a popular line of children's card, lotto and other educational games, and flash cards. The establishment of Card Industries is another in a series of diversification and expansion moves undertaken by the firm in recent months. After completing several creative assignments for other toy manufacturers and the graphic arts trade, the company recently hired new promotional and marketing personnel for its New York headquarters and concluded a series of licensing arrangements with distributing agencies in England, Australia and Canada.

### HASSENFELD'S NEW LAUNDRA-MAGIC TO BE PROMOTED ON TV THIS YEAR

A battery-operated miniature washing machine that makes realistic bubbling suds in a special "magic action window," is one of the new items to be promoted on TV this year by Hassenfeld Bros., Inc.,



Central Falls, R. I.

Called Laundra Magic, the item is described as being "just perfect for dolly's clothes." The child simply opens the door, drops in the doll's clothes and sets the automatic timer. The machine whirls, tumbles and actually builds up real soapsuds to create the illusion of washing the clothes.

Hassenfeld advises that the suds build up slowly in the magic action window, but with "no moisture or fuss."

Either
Construction Set
$9.99
Both sets really dig, grade, load, haul

## Save $1.47 on 5-piece Military Set

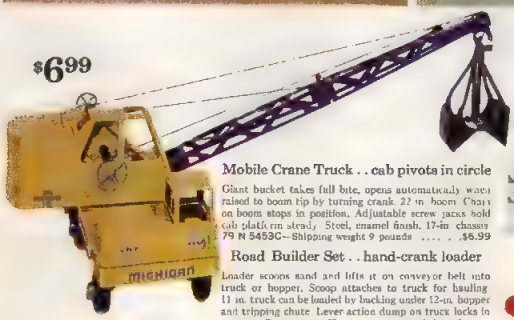
Sears exclusive Army Engineers set . . heavy-gauge steel . . detailed interiors. *(1) 11-in Jeep* Folding windshield. *Trailer* attaches to Jeep. 8½x5¾x2 in. trailer bed. *2) 10-in Road Grader* Working steering wheel; blade revolves, adjusts up and down. *(3) 11½-in Dump Truck* Steering wheel; swinging tailgate. *(4) 14-in Bulldozer.* Bucket raises, locks in 3 positions, dumps.

79 N 5422C Complete 5-pc. Set. Ship. wt. 11 lbs. *Separately $11.46* Set $9.99
(1) 49 N 5483—Jeep with Trailer. Shipping weight 4 lbs. 2 oz. 2.99
(2) 49 N 5477—Road Grader. Shipping weight 3 lbs. 10 oz. 3.99
(3) 49 N 5479 Dump Truck. Shipping weight 3 lbs. 8 oz. 1.99
(4) 49 N 5471—Bulldozer. Shipping weight 2 lbs. 2.49

## Save $3.71 on 4-piece Commercial Set

Action packed construct-on toys of heavy-gauge steel. *(5) 18-in Power Shovel* Automatic scooping bucket release action. Crank controls raising, lowering, loading, unloading; cab revolves. *(6) 15½-in Hi-lift Loader* Digs, lifts, dumps. *7) 17-in Road Grader* raises, lowers blade; steers. *(8) 15-in Hydraulic Dump Truck* Lever operates.

79 N 5421L Complete 4-pc. Set. Wt. 15 lbs. *Separately $13.70* Set $9.99
(5) 49 N 5546—Power Shovel. Shipping weight 4 lbs. 8 oz. 4.94
(6) 49 N 5484 Hi-lift Loader. Shipping weight 3 lbs. 12 oz. 2.92
(7) 49 N 5614 Road Grader. Shipping weight 3 lbs. 8 oz. 2.92
(8) 49 N 5661 Dump Truck. Shipping weight 2 lbs. 12 oz. 2.92



$6.99

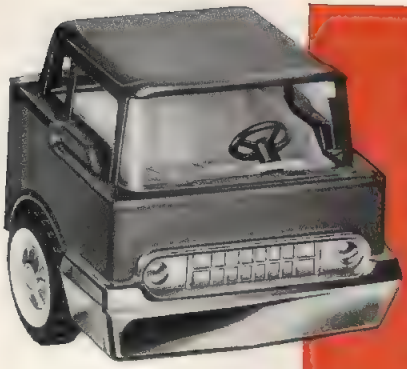
### Mobile Crane Truck . . cab pivots in circle

Giant bucket takes full bite, opens automatically when raised to boom tip by turning crank. 22-in. boom. Chain on boom stops in position. Adjustable screw jacks hold cab platform steady. Steel, enamel finish. 17-in. chassis.
79 N 5453C—Shipping weight 9 pounds . . . . . $6.99

### Road Builder Set . . hand-crank loader

Loader scoops sand and lifts it on conveyor belt into truck or hopper. Scoop attaches to truck for hauling. 11-in. truck can be loaded by backing under 12-in. hopper and tripping chute. Lever action dump on truck locks in position. Detour sign. Heavy-gauge enameled steel.
79 N 5472C—Shipping weight 7 pounds. . . . . $4.99

$4.99



STRUCTO gives you

SALES-APPEALING

PLUS...

PLUS...

PLUS...

STRUCTO

Steel

Sales and Display Rooms: New York, Arcade 102, 200 Fifth Ave.; Chicago, Room 1442 Merchandise Mart; Memphis, Room 607 M & M Bldg., Marietta, Ga., 387 Alexander St.; Dallas, Room 1244 Dallas Trade Mart; Denver, 1164 Elati Street; San Francisco, 58 Second St.; Los Angeles, 2500 W. 6th St.; Portland (Oregon), 317 S. W. Adler; Toronto (Canada), Foot of Federal St.

STRUCTO gives you

SALES-APPEALING

PLUS ... other fine features

PLUS

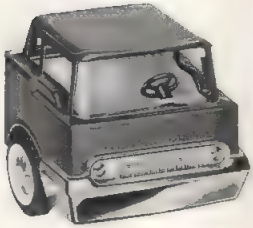
PLUS

STRUCTO

Steel

Sales and Display Rooms: New York, Arcade 102, 200 Fifth Ave.; Chicago, Room 1462 Merchandise Mart, Memphis, Room 607 M & M Bldg., Marietta, Ga., 307 Alexander St.; Dallas, Room 1244 Dallas Trade Mart; Denver, 1164 Elati Street; San Francisco, 58 Second St.; Los Angeles, 2500 W. 8th St., Portland (Oregon), 317 S. W. Adler; Toronto (Canada), Foot of Federal St.

# BUILT-IN REALISM that boosts sales!



*This year's Structo cabs have smart new seats and steering wheels, windshields, modern grilles and massive wrap-around bumpers.*

STRUCTO

LIVE-ACTION TOYS

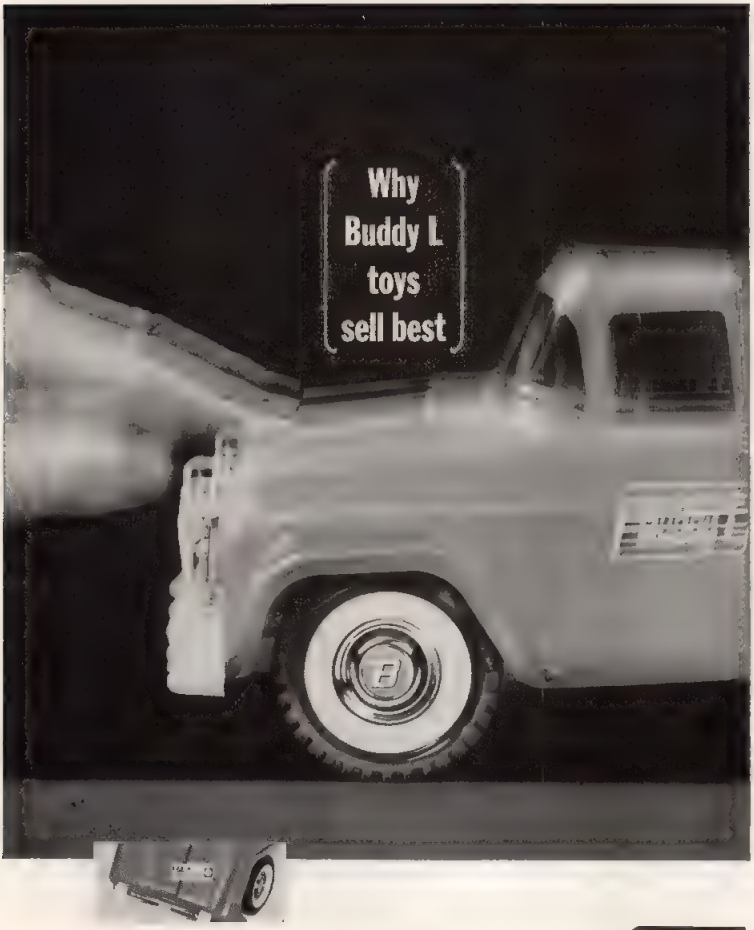
No. 603 Hydraulic Trailer Dump Truck

STRUCTO MANUFACTURING COMPANY

General Offices and Factory: Freeport, Illinois

New York Offices: Rooms 412-14-16, 200 Fifth Avenue

Sales and Display Rooms: New York: Arcade 102, 200 Fifth Ave · Chicago: Room 1442 Merchandise Mart · Memphis: Room 807 M & M Bldg., Marietta, Ga. 307 Alexander St · Dallas, Room 1244 Dallas Trade Mart · Denver, 1,64 Elati Street San Francisco, 58 Second St., Los Angeles, 2200 W. 6th St ; Portland (Oregon), 317 S. W. Adler; Toronto (Canada), Foot of Federal St.

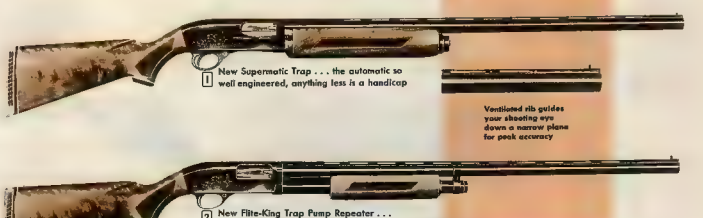



Spring Suspension* is just one of the many reasons. "Try me — buy me" labels actually invite customers to test this exclusive feature for themselves — turn lookers into delighted buyers. It's all part of "The Unique Self-Sell of Buddy L" which makes Buddy L move over the counter faster, sell out sooner, bring in more profits for you. New "Non-Mar" Tires and Wheels, and Poly Grille Guard are other built-in, exclusive features which customers test for themselves. We invite you to visit our showrooms, inspect the great new Buddy L originals for '63, and see for yourself why the "L" in Buddy L stands for LEADER.

*Patents pending **200 FIFTH AVENUE, NEW YORK 10, N.Y.**

Buddy L

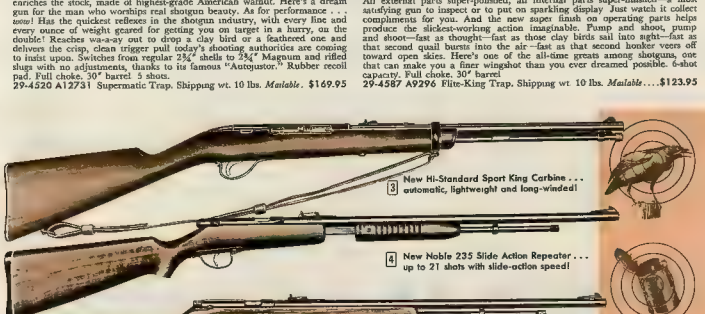
EXCLUSIVE INTERNATIONAL SALES REPRESENTATION HENRY HAIS & ASSOCIATES


1 New Supermatic Trap . . . the automatic so well engineered, anything less is a handicap
Ventilated rib guides your shooting eye down a narrow plane for peak accuracy
2 New Flite-King Trap Pump Repeater . . . a wonder of balance, beauty and action

# Hi-Standard 12-Gauge Tournament Shotguns

[1] **Supermatic Trap Autoloader.** The best way to become a fine wingshot is on the clay bird court. And the way to do it right is with a regulation trap gun—the Supermatic Trap. It's made to trap specifications, and it's the prince of High Standard's famous Supermatics, with deluxe features from butt to muzzle. To please a fine eye for superior workmanship, all external parts are super-polished to a high flawless sheen, and all internal parts are super-finished. Hand-engraving decorates the receiver . . . hand-checkering enriches the stock, made of highest-grade American walnut. Here's a dream gun for the man who worships real shotgun beauty. As for performance . . . *wow!* Has the quickest reflexes in the shotgun industry, with every fine and every ounce of weight geared for getting you on target in a hurry, on the double! Reaches wa-a-ay out to drop a clay bird or a feathered one and delivers the crisp, clean trigger pull today's shooting authorities are coming to insist upon. Switches from regular 2¾″ shells to 2¾″ Magnum and rifled slugs with no adjustments, thanks to its famous "Autojustor." Rubber recoil pad. Full choke, 30″ barrel. 3 shots.
**29-4520 A12731** Supermatic Trap. Shipping wt. 10 lbs. *Mailable*. **$169.95**

[2] **Flite-King Trap Pump Repeater.** If you've had trouble handling "lead" or "speed" of game or target, what a difference when you shoulder this beautiful piece! After years of field and range improvements, just the tightest degree of right balance is built into this superb new gun. Heft it . . . shoulder it . . . swing . . . point. You get that incredible perfection of feel that can turn a mediocre shot into a master. Made to trap specifications, with a hand-engraved receiver and a hand-checkered stock of prime American walnut. All external parts super-polished, all internal parts super-finished—a most satisfying gun to inspect or to put on sparkling display. Just watch it collect compliments for you. And the new super finish on operating parts helps produce the slickest-working action imaginable. Pump and shoot, pump and shoot—fast as thought—fast as those clay birds sail into sight—fast as that second quail bursts into the air—fast as that second honker veers off toward open skies. Here's one of the all-time greats among shotguns, one that can make you a finer wingshot than you ever dreamed possible. 6-shot capacity. Full choke, 30″ barrel
**29-4587 A9296** Flite-King Trap. Shipping wt 10 lbs. *Mailable*. . . . **$123.95**


3 New Hi-Standard Sport King Carbine . . . automatic, lightweight and long-winded!
4 New Noble 235 Slide Action Repeater . . . up to 21 shots with slide-action speed!
5 New Noble 275 Lever Action Repeater . . . short on lever throw, long on firepower

# Hi-Standard and Noble .22 Repeaters

[3] **Hi-Standard Sport King Carbine.** Some .22! It combines the rapid firepower of autoloading action with the long-windedness of tubular feed—all in a compact, feather-light carbine. Fires all of 12 long rifles or 14 longs or 17 high-speed shorts without letup. And reloads in a flash. Tubular feed ranks on top for speed and ease of loading. Here's a great carryin' gun for the farmer or hiker—perfect sidekick for the fisherman or camper who wants to add a little rib-stickin' meat to his menu. Holds enough ammo so that you don't have to carry a handful of spare cartridges in your pocket. Western style American walnut stock. Swivels and adjustable sling strap. Golden trigger guard, trigger and safety. Receiver dovetailed for scope.
**29-4850 A3746** Shpg. wt. 7 lbs. *Mailable*. **$49.95**

[4] **Noble 235 Slide Action Repeater.** There's good reason why the slide-action 22 has so many fans. Remember, just a snap of your free wrist chambers the new round, while your trigger hand stays right in place, unmoved, ready to fire the next shot pronto! And on the 235, you get the bonus of straight-line feeding. The new round enters the chamber straight, not at an angle that can lead to jamming. You get off those rapid bursts of fire again and again, and again—without fail! Tubular feed. No clip problems. Holds 21 shorts, 17 longs and 15 long rifles. Beautifully proportioned American walnut stock provides excellent balance for carrying and aiming. Sporting rear sight, ramp front sight. 24″ barrel. 42″ long. Weight about 5½ pounds. *Mailable*.
**29-4991 A3050** Shpg. wt. 6¼ lbs. . . . . **$40.95**

[5] **Noble 275 Lever Action Repeater.** Features the rapid-fire ease of a lever-action rifle and the beautiful 1-piece stock of a bolt-action rifle—plus the cartridge capacity of tubular feed! Its short-throw lever operates at a flick of your shooting hand and, for safety, must be completely closed before firing. Graceful full-length stock is solid American walnut. Tubular magazine holds 21 short, 17 long and 15 long rifle cartridges. Weight? Just 5¾ pounds. And the handy thumb safety lets you go to town the moment you spot a tempting target. Plinking, target practice, rounding out the bill of fare at camp—the 275 takes to them all like a seasoned veteran. Hammerless. Machined for dovetail scope mount. 24″ barrel. 42″ long overall. *Mailable*.
**29-4876 A3375** Shpg. wt. 6¼ lbs. . . . . **$44.95**

showed me a barograph as this island is one of the official Mexican weather stations.

I rowed back to the Rover and he accompanied me in his boat. He kept talking about onsualos and drew my attention to the hook from which the lantern was suspended. He wanted fish hooks. By showing me where a part of the lantern had been soldered, he indicated he also needed solder. I gave him this along with some soldering flux. The island is full of birds. It is half a mile wide and three-quarters of a mile long, yet wherever you look they sit about three feet apart all over the land. There is no water on the island and it must be brought from the mainland. Garcia visited me and took my dead battery to be charged. He brought a huge bunch of bananas and an enormous lobster, but I hadn't the slightest knowledge of how to kill, clean and cook him. I broiled the lobster as I sailed for Cedros Island the next day. I sighted Cedros about noon. It was quite foggy with little wind. The engine started and I motored the length of the island. The mountains are very rugged and one can see where lava has rolled down the sides. I motored near the canning factory and dropped anchor. Ashore, the port captain gave me permission to stay as long as I wished and to take photos. He was quite surprised to find I was alone, and I heard men shouting to one another "Los Angeles, San Diego, Colnet Geronimo, Cedros. solo."

Near the factory is a small store run by Salvadore Leon, who speaks English. He had a few canned goods, some khaki trousers and shirts and a great many lard cans filled with lard, sugar, beans and other items. While I was there a customer came in with a large fish which he traded for some lard and other staples weighed out in an old scoop scale. While the owner was getting other items, the cat leaped to the counter and began eating lard. Salvadore shoved the cat away, tossed a fish head to the other end of the counter for him, and proceeded to wrap the purchases.

I mailed some film and, in the post office, met the postmaster's father who was a photographer. He showed me his equipment which consisted of a box camera and an Eastman 116, which I believe he also used as an enlarger. I brought him several photography magazines and a Sears photography catalog from the Rover. We had quite a time figuring out what it would cost to send for what he needed. Actually he could purchase a very good German camera in Mexico, at far less than in the States because of the difference in duty.

The little town is really a beautiful place, with fine views of the mountains and ocean. Wherever I went, children followed and tried to mimic me. I am sure it must have been fun for them to hear my few words in Spanish. I started handing out balloons and then the fun began. There were about twenty men standing around a water faucet under a tree and a new friend and interpreter had to tell them my story. One of the men started laughing and pointed down the hill. I will never know where they all appeared from, but all the children on the island were coming on the run. Word that a gringo with a yacht full of boombos was there. The men helped to distribute the balloons and I told them I had enough to give one to each child. A little bit of a girl wanted two, and when told "only one," she ran to her house as fast as her little bare feet would go. Back she came carrying a


TAYLOR '63

TOPS 'EM AGAIN IN

...with the SUPER DELUXE HOLIDAY CONVERTIBLE

You'll be hard pressed to find a reason for wanting more for your boat than th s. The new Taylor Made Super Deluxe Holiday Convertible is unquestionably the finest Convertible available.

New "Trimline" fastening provides the ultimate in top fastening and appearance. The sparkling Plexiglas Windshield has a heavy duty polished aluminum frame and the BoaTop is of luxurious White Vinyl Marine Sport Topping with a Black Duck backing.

Your dealer has other Taylor toppers too! New Spotlights for safer boating—new Ladders for safer boarding. Fender Locks and Safety Rails for convenience—Flags and Pennants for sparkle. For the finest marine accessories, look for and ask for Taylor Made.

FREE: Write for color catalog of complete Taylor Made line.

TRIMLINE Streamlined styling and ease of installation are features of the all new Super Deluxe Holiday BoaTop. Concealed Nylon fastening strip on front edge fits easily into groove in windshield frame. No more buttons to mar its beauty. Provides a neat, water-tight seal.

Taylor MADE®

N. A. TAYLOR CO., INC.
GLOVERSVILLE 1, N.Y.

TAYLOR OF TEXAS, INC.
WAXAHACHIE 1, TEXAS

1 **Deluxe Super Market** . . . a real super-duper market complete with food stock, plastic phone and "money." Market is made of sturdy corrugated fiberboard with a realistic-looking tile front and colorful, eye-catching store signs. Four shelves hold many miniature packages of popular-brand groceries. Cook on top has movable hands to help youngster learn to tell time. Plenty of room inside for 2 "clerks." Market is 34" wide, 23½" deep, 64½" high. Easy to assemble

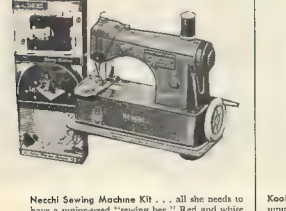
**89-3388 C333** Super Market. Wt. 8 lbs. **$4.98**

2 **"Fine Line" Vanity and Seat** . . . beautifully designed for a budding "Miss America." Provincial styled table has wood-grained Duron dresser surface; opening center section for junior cosmetic storage. Hardwood, with off-white decals. Mirror and matching seat. Ages 6-12.

**89-2299 C760** 27x15x24" high (12 lbs.) **$10.95**

3 **"Starlet" Lighted Vanity Case** . . . large glass mirror with 6 lights is encased in hardwood and hardboard carrying case. Fitted with complete assortment of approved play cosmetics to encourage good grooming habits. Plastic handle, UL approved electrical fixture for 110v current included. Case with white, pink and gold finish.

**89-2398 C997** 17x3x17". (9½ lbs.). . **$14.95**



**Necchi Sewing Machine Kit** . . . all she needs to have a junior-sized "sewing bee." Red and white miniature machine is authentically styled after the famous adult model by Necchi . . . factory tested and guaranteed to actually sew! Complete with attractive plastic vinyl sewing bag, plus dresses, material, needles, scissors, thread and complete instructions. 22½x9⅛x2¾"

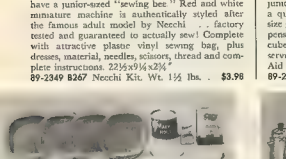
**89-2349 B267** Necchi Kit. Wt. 1½ lbs. . **$3.98**

**Kool-Aid Dispenser** . . . here's hours of fun for junior-size concessionaires. They can serve up to a quart of Kool-Aid with this dispenser. Quart-size glass jar fits into the top of the red plastic dispenser. Mix the Kool-Aid in the jar, add some ice cubes, place in dispenser, turn the spigot and start serving! With 20 paper cups, 2 packages of Kool-Aid 11½x6¾x5".

**89-2679 B199** Dispenser. Wt. 2 lbs. . . . . **$2.98**

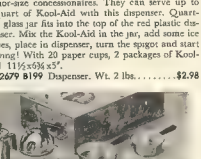
**"Flintstones" Milk and Juice Bar** . . . Modern refreshments from a stone age setting! Four polyethylene bottles and pumps and four plastic cups are built into a plastic rock base. Your youngsters will love making their own "Mastodon milk" or "Brontosaurus Chocolate"! drinks. All parts are sanitary, easy-to-clean plastic. Complete with plastic spoon, straws. 16½x8¼x5".

**89-1671 B267** Bar. (1 lb. 10 oz.) **$3.98**



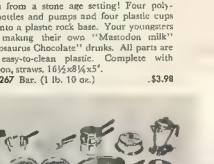
**45-Pc. Breakfast Set** . . . includes battery operated percolator that actually "perks" (batteries not included). Pop-up toaster, stove; four plates, cups, saucers, knives, forks and spoons; cream pitcher and sugar bowl. Also four servings of "bacon and eggs," four pieces "toast," four Downey Flake "waffles," a can of famous Maxwell House coffee (empty) and a package of sugar

**89-2927 B366** 45-Pc. Set. Wt. 3 lbs. . . **$5.49**



**38-pc Mirro Toy Treasure Set** . . . for the littlest homemaker. Contains 3 cookie cutters, fry pan, whistling teakettle, muffin pan, coffee pot, egg whipper, pie pan, biscuit pan, cookie sheet, measuring cup, layer cake pan, saucepan, plus a complete blue and white table service for 4- plates, cups, saucers, knives, forks, spoons. Shipping weight 2 lbs

**89-2307 B275** 38-Pc Mirro Set . . . . **$3.95**



**Service-for-6.** Mirro Cook and Baking Set . . . includes "Mirro-Matic" pressure pan, percolator. 6 each plates, cups, saucers, sauce dishes, knives, forks, spoons, napkins; angel cake pan, biscuit pan, relish dish, cake server, double boiler; oval tray, cake pan, dip tray, fry pan, sauce pan, cake cover and tray. All in brightly finished aluminum; rust-proof and non-toxic.

**89-2604 B399** Mirro Set. Wt. 13½ lbs. **$5.95**



The prices shown in this catalog may or may not be the prevailing retail prices in your community, but are merely value guides for comparable merchandise in leading stores throughout the nation.

# MAKE IT A MATTHEWS FOR '63

### "42" SEDAN

This favorite model, as a DeLuxe or Convertible has been greatly improved for 1963. The forward deck is now carried back to the aft end of deckhouse to incorporate a world of new locker space in both sides of deckhouse interior

*4 other "42" models available*

### "42" FLY BRIDGE

Perhaps the most popular cruiser we have ever built. You'll enjoy the ultimate in comfort and accommodations for six with the privacy of three separate sleeping areas. Hard top with enclosing curtains, all electric galley, shower, air conditioning and heating, and a host of other features are available. See this model at the New York and Miami Boat Shows.

### "52" FLY BRIDGE

One of the smartest small yachts afloat incorporates every luxury for extended cruising at a price surprisingly low for Matthews traditional fine workmanship and absolute top quality. If you're moving up to a larger boat be sure to see this luxury liner.

Also available as a sedan model. See this model at the Miami Boat Show, February 15 to 20

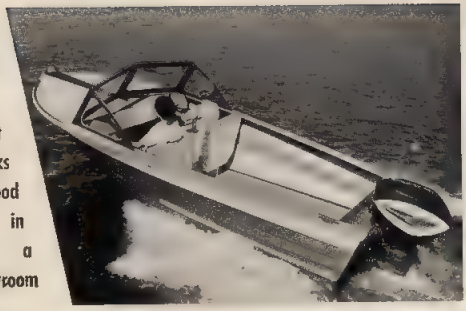
THE 1963 series of Matthews are the culmination of 73 years of boat building for America's most discriminating yachtsmen. Fine woods, fine workmanship and fine finishes have always characterized Matthews Cruisers.

If there's a new cruiser in your plans for 1963 better see your nearest Matthews dealer soon. Meanwhile write us for catalogs and price lists.

**THE MATTHEWS CO.**
**PORT CLINTON 4, OHIO**
DEALERS COAST-TO-COAST
*In Miami* Matthews Cruisers Inc., 1825 Biscayne Blvd.

*"Wherever you cruise . . . you'll find a Matthews"*

Any Thompson Bros. Boat Looks Good in a Showroom



There's nothing prettier than a Thompson in full plane, even in rough seas. You can tell just by watching that *this* rakish nautical beauty combines liveliness with stability.

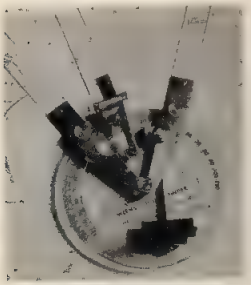
When you're at the helm on your test run, you know your nautical judgment is good. You're pleasantly aware that Thompson's perfected wood lapstrake hull creates a "foam cushion" for a remarkably smooth ride. And you begin to understand why Thompson rates among the great boats of all time.

Sixteen classic models, 14 through 22 feet, in open and cabin types, include the *one* boat that's exactly right for your needs. See many of the most popular models at the New York Boat Show — Booth A-4, first floor of the Coliseum, and Booth D-272, fourth floor.

## ...Best of All on the Water

*If you miss the show, see your Thompson dealer or write for the new catalog.*

Thompson Bros.
Builders of Fine Boats Since 1904
PESHTIGO 3, WISCONSIN

WEEMS POSITION FINDER

### WEEMS NAVIGATION

► Weems System of Navigation, Inc., Annapolis, Md., offers a variety of navigation and related nautical aids, from a hand-bearing compass, a universal plotter, nautical slide rule, Paraline plotter, protractor triangle and position finder, to a weathercaster. The position finder is an observing and plotting instrument designed to replace the sextant and three armed protractor for horizontal angles, and to replace a pelorus for taking relative bearings. The weathercaster is a slide rule-type cloud formation guide used for matching actual sky conditions to indicated forecasts.

### CONVERSE BOAT SHOES

► The Converse Deck Star shoe has a molded blue outsole with rows of fine saw-tooth slit edges giving traction on wet or smooth finished surfaces. Made with cushion heel, sponge insole and arch, with a smooth sock-or-no-sock lining, the Deck Star is washable; in men's sizes 4-14, $8.95. Converse Rubber Co., Malden 48, Mass.

### CASCO EXTINGUISHER

► The Casco Marine-X dry chemical fire extinguisher, manufactured by Casco Products Corp., Bridgeport, Conn., comes in a 2¼-lb. container. Other Casco extinguishers range from 5 to 30 lbs. The Marine-X has a gauge showing whether or not the extinguisher is ready for use; $17.75. Casco, subsidiary of Kollsman Industries, also has a marine cigarette lighter in 6- and 12-volt models at $5.95.

### ZERCO WINCHES

► Ease of operation is the keynote for Zerco Winches, built by Zerco Manufacturing Co., 2703 S. Campbell, Springfield, Mo.; lifting capacity ranges from 300 to 2000 lbs. Made of heavy-gauge steel with reinforced frames, all models have a gear lock control, with the exception of model 360 (fisherman class), which is direct driven. Prices range from $5.40 for the 360, through $32 for model 1600 (2000 lbs. class). Zerco also has accessories including winch rope and cable assemblies, truck and dock boom and all-steel safety hooks.

### BULOVA WATCHES

► Bulova Watch Company's line includes a snorkel watch for skin-divers, a pocket transistor radio, and a transistor World Wide short-wave radio. The snorkel watch is priced at $65, and is self-winding with 17-jewel movement; has waterproof case and rubber strap. Pocket radio is $39.95, World Wide model, $49.95. Bulova, 630 Fifth Ave., N.Y.C.

BULOVA SNORKEL WRISTWATCH

*New Mini-Tonka Line*

## Operational Steel Toys Priced For Year 'Round Sales

Mini-Tonka Toys the fast-selling new line of steel toys by Tonka, are a "junior" edition of the famous Tonka Toys. Measuring just 9 to 10 inches in length, these fascinating miniature models are equally realistic, operational, and solidly constructed.

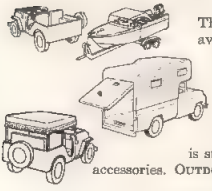
There are 5 new vehicles in the Mini-Tonka line, all modeled after the well-known line of 'Jeep' Gladiator trucks.

Suggested retail prices range from $1.90 to $2.70. As a low-priced line with a quality name, Mini-Tonka Toys are purposely designed for healthy, year around sales.

Tonka

*Built to last a childhood*

## New Tonka set combines 3 top-selling toys



The Camper, 'Jeep' Surrey, and 'Jeep' Runabout, all top numbers in '62, are now available as a package set that represents a prodigious bargain in terms of play value.

Painted in appropriate outdoor colors, Tonka's Outdoor Living set opens the adventurous world of camping, boating and traveling to boys. Authentic scale model reproduction adds exciting realism. And everything works. Camper windows slide open. Suitcases in 'Jeep' can be unloaded. Boat with detachable motor is launched by winch

The toys are built of steel to last a childhood (e.g. Camper is strong enough to sit on.) Tough plastic is used for details and accessories. OUTDOOR LIVING display pack: 27¾" long, 8½" high, 14⅜" wide. Suggested retail price $14.00.

Tonka

*New Mini-Tonka Line*

## Operational Steel Toys Priced For Year 'Round Sales

Mini-Tonka Toys, the fast-selling new line of steel toys by Tonka, are a "junior" edition of the famous Tonka Toys. Measuring just 9 to 10 inches in length, these fascinating miniature models are equally realistic, operational, and solidly constructed.

There are 5 new vehicles in the Mini-Tonka line, all modeled after the well-known line of 'Jeep' Gladiator trucks.

Suggested retail prices range from $1.90 to $2.70. As a low-priced line with a quality name, Mini-Tonka Toys are purposely designed for healthy, year around sales.

Tonka

*New Mini-Tonka Line*

## Operational Steel Toys Priced For Year 'Round Sales

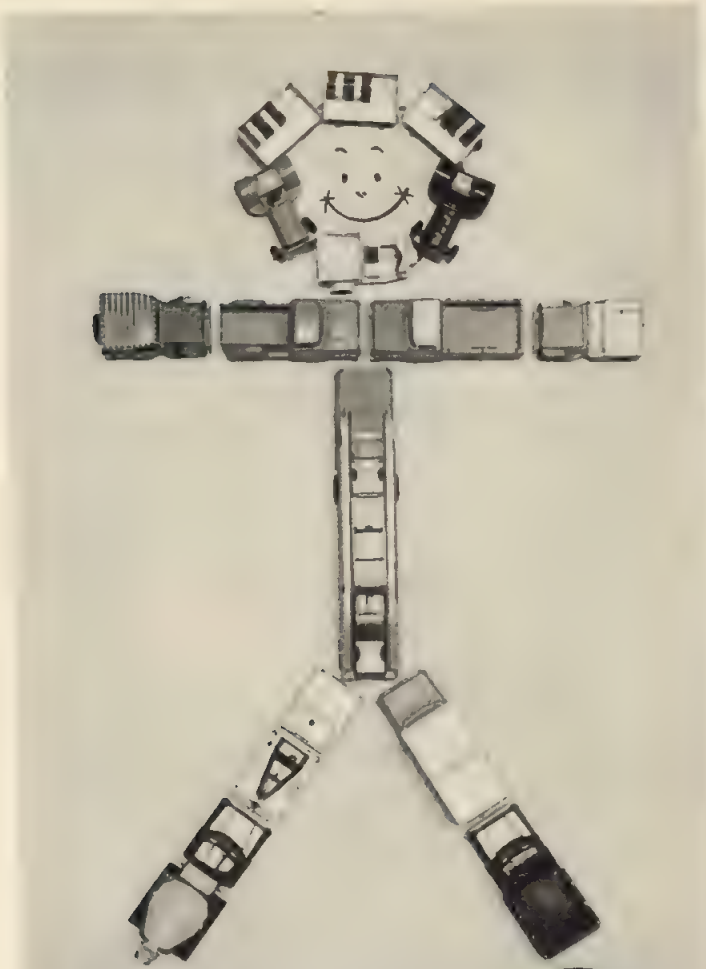
Mini-Tonka Toys, the fast-selling new line of steel toys by Tonka are a "junior" edition of the famous Tonka Toys. Measuring just 9 to 10 inches in length, these fascinating miniature models are equally realistic, operational, and solidly constructed.

There are 5 new vehicles in the Mini-Tonka line, all modeled after the well-known line of 'Jeep' Gladiator trucks.

Suggested retail prices range from $1.90 to $2.70. As a low-priced line with a quality name, Mini-Tonka Toys are purposely designed for healthy, year around sales.

Tonka

*Built to last a childhood*


part of a child's world . . .
Tonka
MOUND MINNESOTA

# if looks could buy!

. . . every little boy and lots of tiny tomboys would own at least a couple of new Tootsietoy $2.00 Gift Sets. They're crammed-full of the stuff kids love . . . the cars and trucks and jeeps and soldiers and all the captivating Tootsietoy toys kids fall for at first sight! The brilliantly-colored new gift boxes with pilfer-proof, dust proof "see-thru" mylar tops were designed for fast turnover by retail packing experts, and are as enchanting and appealing as the "fun" they contain! With the new Gift Set Merchandiser (No. 3300), Tootsietoy combines delightful new toys, dynamic new packaging and proven promotional and selling methods. This is your assurance that kids will keep looking . . . and adults will keep buying America's favorite toys . . . Tootsietoy toys! Write for new catalog today!

*TAKE A TOT A TOOTSIETOY TODAY.*

**tootsietoy**

***Div. of Dowst Mfg. Co.,*** *600 N. Pulaski Rd., Chicago 24, Ill*

**No. 4215 TOOTSIETOY ARMY SET**

**Outstanding value for only $2.00! 13-piece Army Set features die-cast metal radar truck with radar screen, anti-aircraft truck with guns, medium jeep, howitzer cannon, and 6 howitzer shells and 3 infantry soldiers made of rugged polypropylene. Entire set is in military green for true realism. Packed in beautiful new gift box. 1 doz. to master carton. Wt. 21 lbs. Retail $2.00 each.**

**No. 4250 TOOTSIETOY SPORTSMAN SET**

**New combination of 6 famous Tootsietoy toys. Brilliantly colored set consists of die-cast metal Chrysler convertible, MG sports car, midget racer and racer trailer, and boat trailer with rugged polypropylene Chris Craft boat. All vehicles are realistically detailed for more fun and play value. Packed in colorful, newly designed gift box. 1 doz. to master carton. Wt. 19 lbs. Retail $2.00 each.**

**No. 4205 TOOTSIETOY CORRAL SET**

**Sparkling new, colorful 8-piece Corral Set, packed in a beautiful unique gift box that can actually be used as a corral. Set includes: die-cast metal Chevrolet El Camino pick-up truck, stake trailer with stakes, jumbo jeep, horse trailer and rugged polypropylene cowboy, horse and bull. Packed 1 doz. to master carton. Wt. 18 lbs. Retail $2.00 each.**

## 4-level Parking Lot Garage parks 18 cars

A battery-powered elevator speeds cars up 4 stories high
A winding auto ramp rolls them back to street level. And a special tank truck delivers bulk fuel . . fills pump that actually pumps

**$9.99** without batteries

Business is booming at the biggest little garage in town. And there's plenty to work with. Your rolling stock a fleet of new model cars a special car that comes apart for overhaul a regular tank truck , and one car with a fill'er-up gas tank and radiator.

Your auto service equipment: everything from a working grease rack to dummy air pump, lube guns, shop tools. There's a big staff of attendants and mechanics on the job plus a few customers. Also real street signs.

All steel , it stands 2 feet high, measures 32x16 in. figures, cars (about 4 in. long), accessories molded plastic. Easily assembled. Order 2 "D" batteries below

79 N 6004L Shipping weight 12 pounds.....$9.99
79N4660- "D" Batteries. Wt. ea. 4 oz. Each 16c; 4 for 60c

**Take-apart Car with engine block, lift-up hood**

### A 2-level Service Station with roof-top parking

Drive right in for 24-hour parking, a lube job, or quick tire change. This metal station and base measures 17x11x11 inches high. It has a hand-operated elevator that lifts your cars to the second story parking area where there's lots of room.

Two model cars come with this outfit—one is friction powered. The five attendants , pumps, cars and other equipment are all plastic. Set is easy to assemble. Shipping weight 3 pounds 5 ounces.

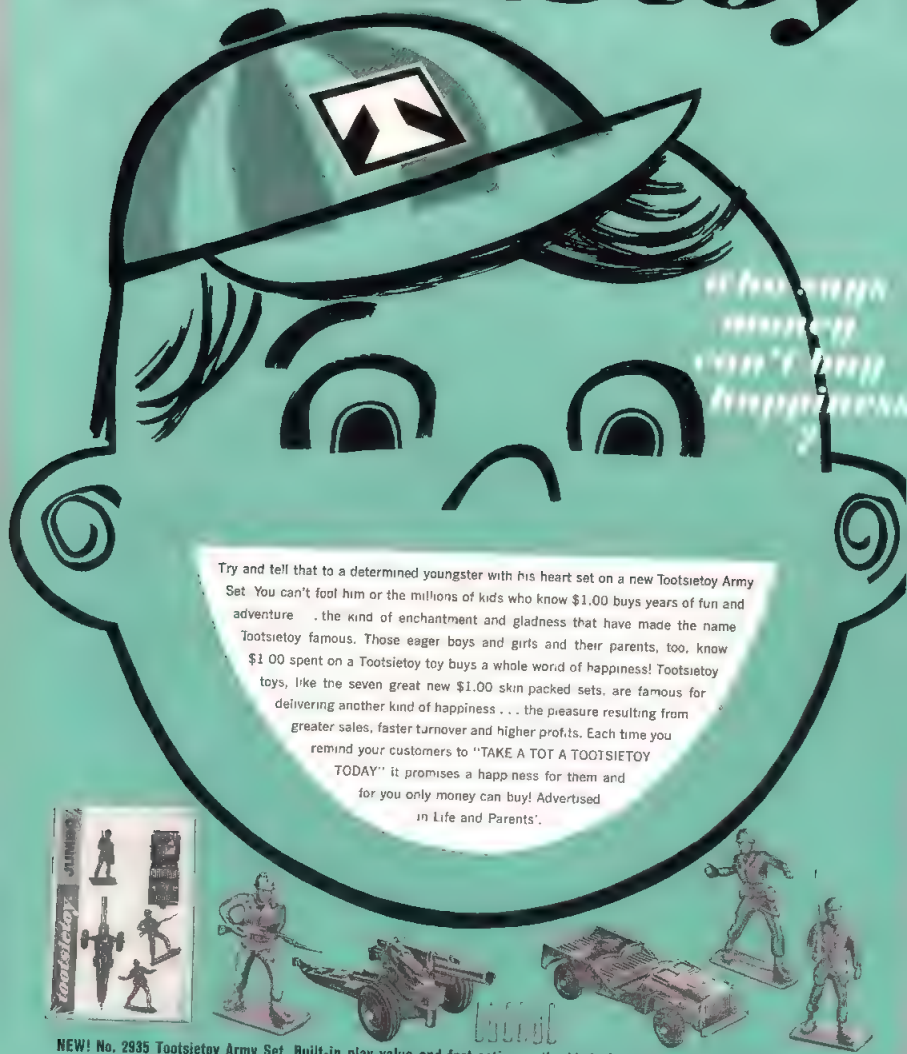
49 N 6015.. ..... $2.99

### New 22-piece Tootsietoy® Service Station

Looks like a regular turnpike stop . . 10 metal cars, trucks (4 to 5 in. long), pulled in for gas. Fiberboard station 2 working grease racks, 2 gas islands, billboards, signs. 36x33-in. vinyl sheet. Easy assembly.

49N6016–Shipping wt. 3 lbs.....$3.99

# tootsietoy®



Try and tell that to a determined youngster with his heart set on a new Tootsietoy Army Set. You can't fool him or the millions of kids who know $1.00 buys years of fun and adventure . . . the kind of enchantment and gladness that have made the name Tootsietoy famous. Those eager boys and girls and their parents, too, know $1.00 spent on a Tootsietoy toy buys a whole world of happiness! Tootsietoy toys, like the seven great new $1.00 skin packed sets, are famous for delivering another kind of happiness . . . the pleasure resulting from greater sales, faster turnover and higher profits. Each time you remind your customers to "TAKE A TOT A TOOTSIETOY TODAY" it promises a happiness for them and for you only money can buy! Advertised in Life and Parents'.





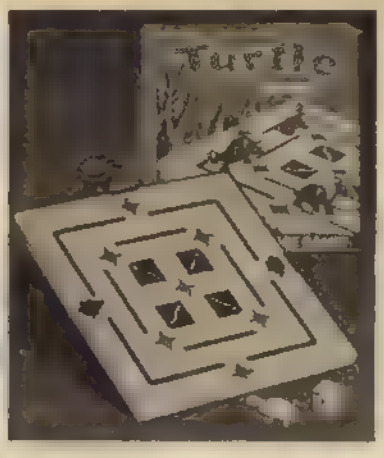

**NEW! No. 2935 Tootsietoy Army Set. Built-in play value and fast-action . . . the kind of adventure and realism kids love—just like the popular Army TV shows. Retail $1.00**

***Write for new catalog:*** **DOWST MFG. CO., 600 N. PULASKI RD., CHICAGO 24, ILL.**

## Shifty Gear Game $1.44

Strategy, skill and luck combine in this game that teaches simple principles of gear mechanics to players aged 6 and up. A roll of the dice and you start meshing colorful, plastic gears. First to complete a gear train and turn the winner gear is the victor. 1 to 4 players.

49 N 158—Shpg. wt. 1 lb. 3 oz. . . . . $1.44




## Turtle Game $2.99

Magnetic turtle game packs all the excitement of a live turtle race. 4 colorful unpredictable little plastic turtles will intrigue the whole family with their magnetic actions. Object: be first to get your turtle off 13¼-in. square plastic field. Dice included. 2 to 4 players

49 N 159—Shpg. wt. 1 lb. . . . . $2.99

*Watch out for*

## MATTEL'S Dishonest John

**When he jumps you're in trouble as you try to be the first to score 250 points**

$2.22

Pass the cards as you try to collect pairs, 3 or 4 of a kind. The idea: get rid of DJ card before DJ jumps up and stops the play. Surprise action for 2 to 6 players, ages 6 to 12. Consists of spring tension DJ, 11 in. metal score board with 6 markers. Also 44 high-point picture cards and 2 DJ cards.

49 N 107 Shpg. wt. 1 lb. 2 oz. $2.22

## Electric Fascination

$2.99 without batteries

It takes skill. It takes action. It's spellbinding entertainment for ages 6 to 12. Each tries to get through the mazes and light up the fascination tower first. Includes two double-sided mazes, each measuring about 8 inches and 6 steel balls. Uses 2 "C" batteries; order below.

49 N 106—Wt. 1 lb. 10 oz. $2.99

"C" Batteries. Shpg. wt. 2 oz.

49 N 4665—Each 16c; 4 for 60c

## Dennis the Menace Game

$1.79

Try to catch Dennis the Menace if you can. He's up to his usual mischief . . and 2 to 4 players are after him. Dennis has a lot of tricks up his sleeve so it isn't easy to overtake him. The player who does wins the game. You get a brightly colored 18-in. square game board plus a complete set of playing pieces, dice shaker and easy-to-follow instructions.

49 N 199—Wt. 1 lb. 10 oz. $1.79

## Totem Game

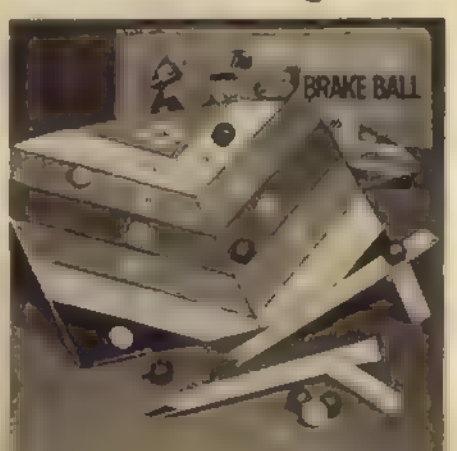
$4.55

Rack 'em, stack 'em; it's absorbing manual and mental exercise for ages 6 to 12. Each player gets a chance to build one of seven colorful totems by stacking up to 28 plastic playing pieces. Winner is the one who draws the playing cards that spell out the name of his animal totem. With 4 plastic card racks. 96 cards included. For 2 to 4 players.

49 N 197—Wt. 2 lbs. $4.55

## Flintstone's Brake Ball Game

$1.88




Modern stone-age game combines skills of polo, skittleball and shuffleboard. Using one of two plastic launchers, release the ball. It rolls like a stone up the 20x10-inch platform board and stops where you least expect it. First of 2 to 4 players to score 1000 points wins the game. Includes 8 colored trick balls. For ages 6 to 12.

49 N 183—Wt. 1 lb. 12 oz. $1.88

## Pot O' Gold Game

$5.99 without batteries

Money, cars, oil wells, houses are yours *if* you do not tilt the 5x4-inch plastic pot o' gold. Battery-operated buzzer sounds your tilting errors. Timing mechanism signals end of move. Uses 2 "D" batteries below. Wt. 2 lbs. 13 oz.

49 N 195. . . . . $5.99

"D" Batteries. Wt. 4 oz.

49 N 4660—Ea. 16c; 4 for 60c

# Electric Pinball

**Bells ring . . lights flash . . scoring is automatic**

**$21.44**

All the fun of a penny arcade! Works and sounds like a full-size pinball machine. Automatic scoring device rings up your score every time bumper is hit. You keep ball in play with 2 hand-operated kickers . . can run score up to 10,000. Entertaining for any number, any age group. (It's a perfect adult party game.) 5 steel balls. Size 31x16x45 in. Motor UL approved. 110-120-volt, 60-cycle AC. Partly assembled.

79 N 1421—Shpg. wt. 25 lbs..... $21.44

## Battery operated Pinball Machine

**$9.77**

Plenty of action! Lights flash on, bell rings when ball strikes bumper. Score climbs automatically on back panel. Keep ball whizzing with hand-operated kicker-lever. Steel body with clear plastic top, spring trigger, 5 steel balls. Uses "D" batteries (sold below). 26x13x15 in. high.

79 N 2041—Shipping weight 10 pounds ..... ..$9.77

**"D" Batteries.** Order 4 for machine above.

79 N 4660—Shpg. wt. 4 oz..... Ea. 16c; 4 for 60c

## "3 Keys to Treasure" with 18 prizes

**$4.44**

Pinball game with 18 prizes . . toy trinkets, and charms. Revolving Treasure-wheel pops open when you win. Clear plastic top, metal base, plastic legs, marbles. 22x10¼x12¾ in. high.

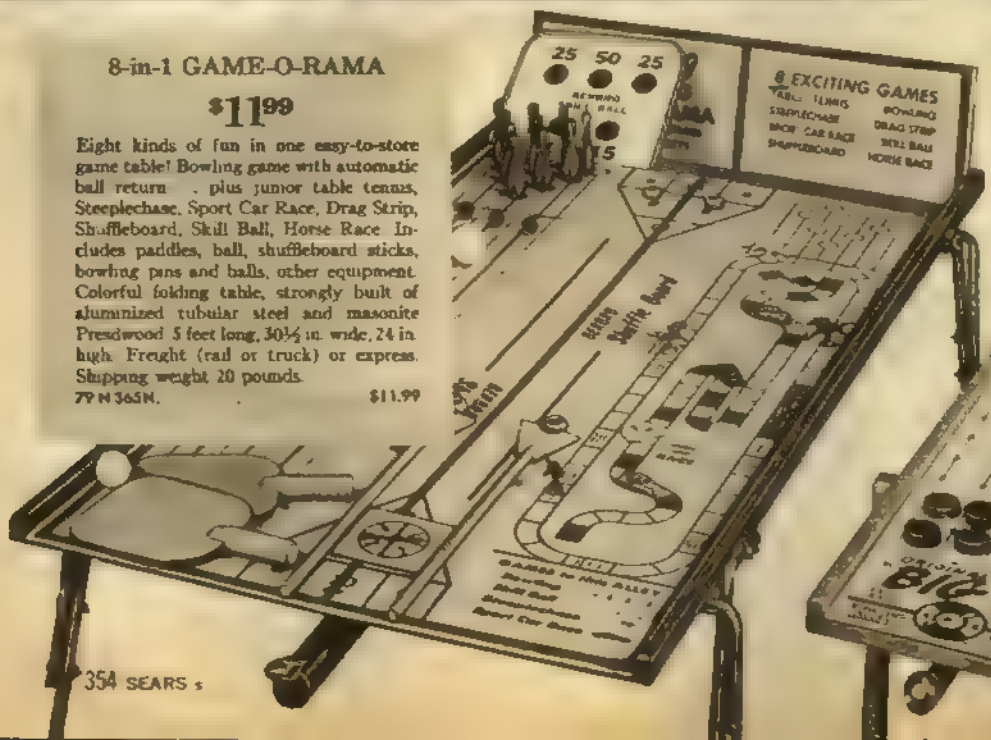
79 N 433C – Shipping weight 3 pounds.....$4.44

## 8-in-1 GAME-O-RAMA

**$11.99**

Eight kinds of fun in one easy-to-store game table! Bowling game with automatic ball return . . plus junior table tennis, Steeplechase, Sport Car Race, Drag Strip, Shuffleboard, Skill Ball, Horse Race. Includes paddles, ball, shuffleboard sticks, bowling pins and balls, other equipment. Colorful folding table, strongly built of aluminized tubular steel and masonite Presdwood 5 feet long, 30½ in. wide, 24 in. high. Freight (rail or truck) or express. Shipping weight 20 pounds.

79 N 365N. $11.99




## 4-in-1 Game Alley

**$4.59**

Keeps youngsters happy with Shuffleboard, Bowling, Horse-race, Skill-ball. 52 in. hardboard alley. Legs fold on wood frame 22 in. high. 2 balls, 10 pins, 4 pucks, 4 horses, skill-ball spinner, ball return.

79 N 346C Shpg. wt. 8 lbs. $4.59

$4.69 without battery

### Battery-drive Supercar travels along 8 mystery-action courses

Does dipsy doodles, zigzags, ground loop the loops, figure 8's, Virginia reel, stop-and-go, circles—even runs straight 11 inch plastic car goes its wild way by inserting one of the magic cams. Order 1 "D" battery below at right.

49 N 5795 —Shipping wt. 1 lb. 8 oz.... $4.69

97c without batteries

### Siren Police Car flashes light

Goes forward and reverse —by remote control. 7¾-in. enameled steel, chrome-color trim. Japan. Order 2 "D" batteries below at right.

49 N 4218—Shipping wt. 6 oz. ..... .97c

$3.89 without batteries

### Roof of T-bird slides into trunk

Runs, steers by remote control. 9½ in. steel. Japan. Order 2 "D" batteries below right.

49 N 4266 —Shpg. wt. 1 lb. 6 oz..... $3.89

Guide your tank by remote control . .

EXPLODES

if it hits a hidden mine in this 4x3-foot battlefield

Sold only at Sears $5.99 without batteries

It's a game —hide 10 magnetic mines beneath the cloth battlefield. Only your map shows you how to maneuver remote-controlled tank across field without "blowing up". 10½-inch plastic tank re builds quickly. 6 maps. From Japan. Order 2 "D" batteries below.

49 N 4211 -Shipping weight 3 pounds ..... $5.99

$7.69 without batteries

### Tractor goes forward or reverse, even steers, blade lifts and lowers—all by remote control

Does 9 exciting actions—just like the big Ford Industrial Tractor. 20-inch scale model has pistons that light up and hand-operated earth scoop in back that picks up dirt, raises and dumps it. Heavy-gauge enameled steel. From Japan. Order 2 "D" batteries at right.

49 N 4251 -Shipping weight 3 pounds 12 ounces..... ..... $7.69

$7.99 without batteries

### Amphibious car takes to land or water, switches from wheel drive to propeller

Speeds along on the ground in a circle or straightaway. Push lever and watch it knife through water like a sport cruiser. Propeller shifts left or right to change course. Metal and plastic body is watertight. 11 inches long. From West Germany. Order 2 "D" batteries at right.

49 N 5837 -Shipping weight 1 pound 4 ounces ..$7.99

"D" Battery. Shipping wt. each 4 oz.

49 N 4660

Each 16c; 4 for 60c

## 3 to 8 years . . jam-packed with fun things to do

### TV CLUBHOUSE

*starring*

★ Mickey Mouse ★ Mouseketeers
★ Annette ★ Donald Duck

Exclusive at Sears!

**$5.87**

It's our finest assortment of activities to help keep the "little ones" busy with interesting things to do. Here's what they get

1 Mouseketeer 78-page book showing how Mouseketeers are packed
1 Mouseketeer 36-piece jigsaw puzzle with Walt Disney characters
2 Mouseketeer stand-up board dolls featuring Karen and Cubby with 28 colorful costumes packed in handy portfolio
4 Walt Disney starlet board dolls including Annette, each standing 9 inches tall, with 15 costumes, accessories, in sturdy carrying case
1 Annette 256-page coloring book showing her dancing, modeling, dressing, camping, etc., 1 box of 16 assorted crayons
1 Donald Duck 28-page picture story book in full color
1 Lady and the Tramp 65-piece sticker fun book
1 Lady and the Tramp 70-piece jigsaw puzzle measuring 14x18 in.
1 Lady and the Tramp 128-page coloring book of favorite scenes

**Plus** 1 zoo-animals punch-out book, 6 coloring books, 12 picture story books, 1 deck of animal rummy cards, 1 tracing and coloring book, 4 sewing cards with yarn, 1 paint and crayon set, 1 magic play slate, 1 safety scissors, 4 sheets of 20 stencils with paper, 4 weaving strips, 1 set of 6 with farm, dairy chairs, play money

3 N 518 Shipping weight 8 pounds . . . . . $5.87

## Modern Miss PLAY BOX . . featuring Barbie and Ken

**Complete with 9-in. tall Barbie and Ken board dolls!**

*Exclusive at Sears!* **$3.67**

Popular Barbie and her friends, Ken and Midge, will almost come alive in your little girl's eyes . . 'cause there's so much to do! You get

1 Barbie and 1 Ken 9-inch stand-up board doll with 40 costumes, series, packed in attractive suitcase-styled box with plastic handle
1 Barbie, Ken and Midge 128-page coloring book showing Barbie walking under the stars with Ken, taking a plane trip, modeling a formal, etc.
1 Barbie 32-page push-out, stick-on and color activity book showing Barbie and Ken at date, Barbie at skating rink, school, Barbie's sister, etc.
1 Barbie 84-page color by number book showing Barbie at an outdoor barbecue, skiing, listening to records, dancing with Ken, etc.

**Plus** 2 paint and coloring books, 2 cut-out paper doll books, 6 sewing cards with yarn, 1 pair of plastic safety scissors, 1 magic slate with stylus, 1 deck of hearts card game, 1 paint and crayon set, 1 package of four color gummed sheets, 1 package of dress charms with gum backs

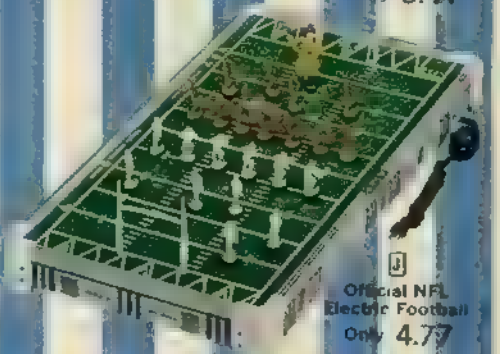
3 N 593 Shipping weight 4 pounds 5 ounces $3.67

A
Deluxe NFL Electric Football
Only 10.77

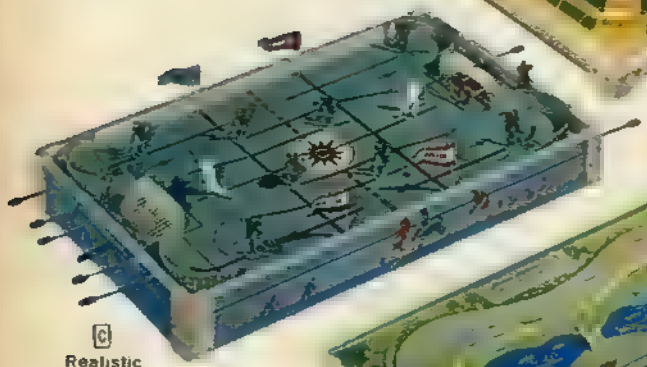
H
View plays in Motion
Only 5.44

## exciting action in Sports Games

B
Tru-Action Baseball
Only 4.97



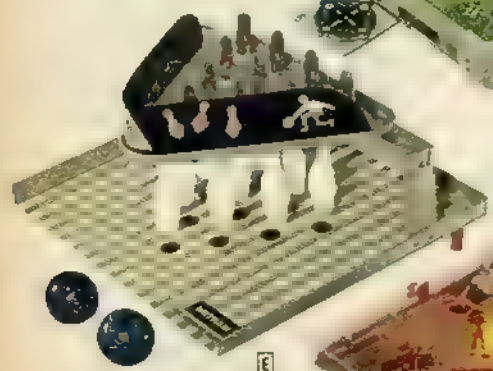
J
Official NFL Electric Football
Only 4.77



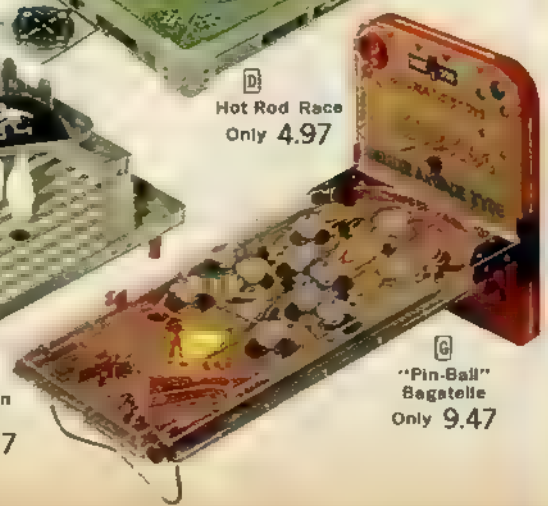
C
Realistic Hockey Game
Only 10.77

D
Hot Rod Race
Only 4.97

K
Miniature Basketball
Only 3.33

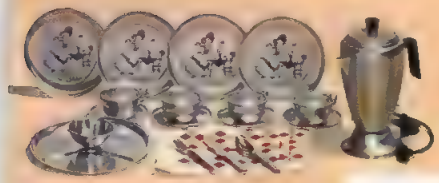


E
Flip Action Bowling
Only 3.77



G
"Pin-Ball" Bagatelle
Only 9.47

L
Family Fun Card Game
Only 2.77



### 32-piece Aluminum Party Perk Set . . child-size version of Mom's own

Invite friends for snacks time and again when you have such durable dishes . . edges rolled smooth for safety. Percolator looks so real with its own cover and cord. There's a 6-inch chip 'n dip tray, as well as a full service for 4, cutlery, paper napkins.
49 N 969—Shipping weight 1 pound . . . . Set $1.82

### 37-piece Candy Stripe Set . . rich-looking metal and plastic

Makes table settings look as gay as a party. Here are large metal plates, cake plates, cups, saucers, sugar bowl and creamer. Also a metal serving tray, 10½ inches long. Lovely white plastic teapot and white plastic cutlery. Paper napkins.
49 N 954 -Shipping weight 1 lb. 12 oz. Set $1.82

### 34-piece Floral-decorated Plastic Set

Wide edges add elegance. A fancy service for 4 with a French-style teapot, sugar bowl and creamer—all with covers. Silverware-look cutlery, paper napkins.
49 N 961—Shipping weight 1 lb. 1 oz. . . . .Set $1.82

Each Set has cups, saucers, dinner plates and tableware **in a complete service for 4** . . yet look at this low Sears price

$1.82

### 37-piece Festive-color Plastic Set

Four striking colors set off with silver-color cutlery, butter and cake knives. Teapot, sugar bowl, creamer and service for 4 with tumblers, napkins.
49 N 956—Shipping weight 1 lb. 3 oz. . . .Set $1.82

### 32-piece Tea Set of metal and plastic

Luxurious "First Lady" service for sipping tea with dignitaries and very important friends. Metal plates saucers. Plastic cups, goblets, sugar bowl, creamer teapot, silverware-look cutlery. Paper napkins.
49 N 943 Shipping weight 1 lb. 12 oz Set $1.82

### 27-piece Breakfast Set

Mechanical toaster actually pops up . . ticks like real. Durable metal 10-inch tray, plates, cups, saucers in gay leaf pattern. Plastic pitcher, cutlery.
49 N 963 -Shpg. wt. 2 lbs. 8 oz. Set $1.82

### 44-piece Soup and Sandwich Set

Charming service for 4 in plastic with poodle design. Has soup bowls, luncheon plates, cups and saucers, large soup tureen with ladle, salt and pepper shakers, white plastic cutlery, paper napkins.
49 N 967—Shipping weight 1 pound . Set $1.82

### 31-pc. Barbie Cutlery Set gleams like silverware

$1.88

Cardboard chest holds 6 knives, forks, teaspoons, soup spoons; gravy ladle; salad fork, spoon, butter and cake knives, 2 candle holders. Made of plastic
Shipping weight 1 lb. 4 oz
49 N 982 . . . .Set $1.88

### Plastic Play Food

60-pc. Set $1.46

Time for playtime dinner. Roast beef, turkey, lobster . . bread, rolls and cake. 5 vegetables, bacon and eggs, franks 'n beans, steaks, salads and eclairs. Plastic place mats, candle

90 pieces. Serves 6.
49 N 966—Shpg. wt. 6 oz. . Set $1.88

60 pieces. As above, serves 4
49 N 967 Shpg. wt. 5 oz Set 1.46

## 151-piece Plastic Terrace Ware Set $8.44

**Big enough for a banquet . . with a "glass cookware" look and more extras than any other set we've ever sold**

- **Service for 8:** Plates, cups, saucers, knives, forks, tea and soup spoons, goblets, place mats, napkins . plus individual casseroles and carafes
- **Individual pieces:** fruit in bowl, vinegar-oil cruets, percolator, bud vases, candelabras, salad set, ladle, serving set, sugar bowl, creamer, salt, pepper

Let's have a party. Set table for 8 with this lavish dinnerware. Modern square styling. 4 big and small serving casseroles to delight young chefs . . clear plastic covers to show food "cooking." Knives, forks and teaspoons gleam like silverware. Fruit bowl, cruet tray, butter dish and candelabras also sparkle with silver color. Plates 5x5 inches. tray 10x7 inches. All of high impact plastic, washes clean when dining's done. Set $8.44

49 N 971 -- Shipping weight 4 pounds 8 ounces

## 15-piece Terrace Ware Serving Set $1.59

Serve make-believe entrees "piping hot" in 4 covered casseroles. Includes handle, play percolator with cover and cord, warming stand, serving trivet and 10x7 inch tray. Plastic.

49 N 972—Shpg. wt. 1 lb. 5 oz. Set $1.59

## 26-piece China Blue Willow Set $1.99

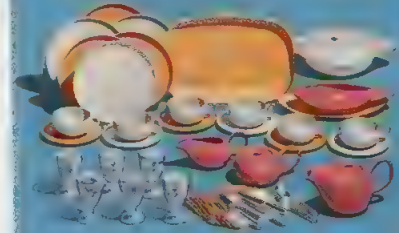
Delight a small girl with this pretty service for 6 . . actually a miniature version of a grown up set. Traditional Blue Willow oriental design on white . . so attractive it's perfect for entertaining. Set includes 6 cups, saucers, 3¾ in. diameter plates. Also casserole, teapot and sugar bowl with covers, plus creamer and platter. From Japan. Boxed.

49 N 932—Shpg. wt. 3 lbs. 8 oz. Set $1.99

## 90-piece Patio Ware Set . . complete service for 6 $5.88

Five serving pieces and skillet have clear and opaque covers to keep everything "warm." Use small casseroles and carafes for individual service. All plastic. With 10-in. tray, percolator, big carafe, napkin holder, napkins, 3 stands, creamer, sugar, salt, pepper, 6 plates, cups, saucers, goblets, cutlery.

49 N 933—Shipping weight 4 pounds . . . . . Set $5.88



## 58-piece Dinner Set in Famous Russel Wright Design $4.66

Created by a famous designer for little hostesses. Extra thick, durable tough plastic looks like pottery. Set includes 6 each 6¾ inch. plates, cups, saucers, knives, forks, spoons, paper napkins. Plus sugar and creamer, teapot, gravy boat with stand, large casserole, platter and 6 clear plastic goblets.

49 N 944—Shipping weight 2 lbs. 14 oz. . . . . Set $4.66

## 75-piece Dinnerware Set in Colonial Hobnail Design $3.99

Durable plastic in clear amber and white. Set includes 6 each plates, cups, saucers, goblets, place mats, napkins, knives, forks, spoons, 1 each tray-plate with fruit dish, relish dish, tiered cake plate, covered teapot, creamer, sugar bowl, popup toaster, cruet; 2 each salts and peppers, bud vases with flowers.

49 N 973—Shipping weight 2 lbs. 5 oz. . . . . Set $3.99

# sturdy True-to-Life fiberboard kitchen appliances

*on opposite page*

**[A] to [D] "RITE-HITE" KITCHEN UNITS.** Super-sized ensemble that's excitingly modern, big enough for "stand-up" play. Sturdily constructed of heavy-gauge steel—all doors are double steel panels with bright-chromed handles. In pastel pink finish, with lithographed detailing. Shipped flat to save you money—hardware and instructions included for quick assembly.

**[A] Refrigerator.** Double-compartment style with lots of shelf space for "pretend foods." Doors have magnetic catches—foot pedal release. 36 x 18 x 15 in. deep.
X 921-1194 A—Shpg. wt. 19 lbs. . 9.44

**[B] Stove.** Simulated burners—control knobs click. Simulated stainless steel top. Oven has see-through plastic window in its swing-open door. Oven rack included. Measures 27¾ x 18 x 15 in. deep overall.
X 921-1186 A—Shpg. wt. 14 lbs. 7.68

**[C] Sink Unit.** Plastic sink bowl runs real water (has water reservoir). Simulated mosaic tile top. Two-door shelf cabinet below for storage. 27¾ x 18 x 15 in. deep.
X 921-1202 A—Shpg. wt. 14 lbs. 7.68

**[D] Cabinet Unit.** Space galore for dishes, "food." Top shelf has sliding see-through doors. Simulated mosaic tile countertop. Silverware drawer, two-door cabinet below. 36 x 18 x 15 in. deep.
X 921-1210 A—Shpg. wt. 18 lbs.* 10.66

**[E] DELUXE IRONING SET.** Iron really works—gets slightly warm. Durably constructed. Metal ironing board is 31 in. long, has perforated pink steel top; bright-chrome-plated tubular legs, rubber tips. Foam pad, silicone-treated cover. UL-listed electric iron has 3-position control, streamlined body. 110-120 volts, AC only.
X 921-1228 A—Wt. 5 lbs. . . Set 4.66

**[E] "NICE 'N' NEAT" IRONING SET.** Complete set for "little housemakers." Metal iron with colored plastic handle heats only to warm—won't burn. 5-ft. cord. 110-120 volts AC—UL-listed. Ironing board has perforated pink steel top, plated tubular legs. With pad and cover.
X 921 1095 A—Wt. 5 lbs. Set 3.66

**[M] ALL-METAL DOLLY KITCHEN.** Miniature steel appliances are carefully detailed. White enamel finish. 15-in. refrigerator with shelves. 12-in. stove with windowed oven, simulated stainless steel top, plastic utensils. Sink has swivel faucet, water reservoir, simulated stainless steel top; measures 12 in. high.
X 921-1178 A—9 lbs. 8 oz.* Set 5.44

**[J] to [M] TOYMASTER KITCHEN UNITS.** Well-detailed, durable pieces to group or use alone. Sturdy corrugated fiberboard—pink with black trim. Easy to assemble.

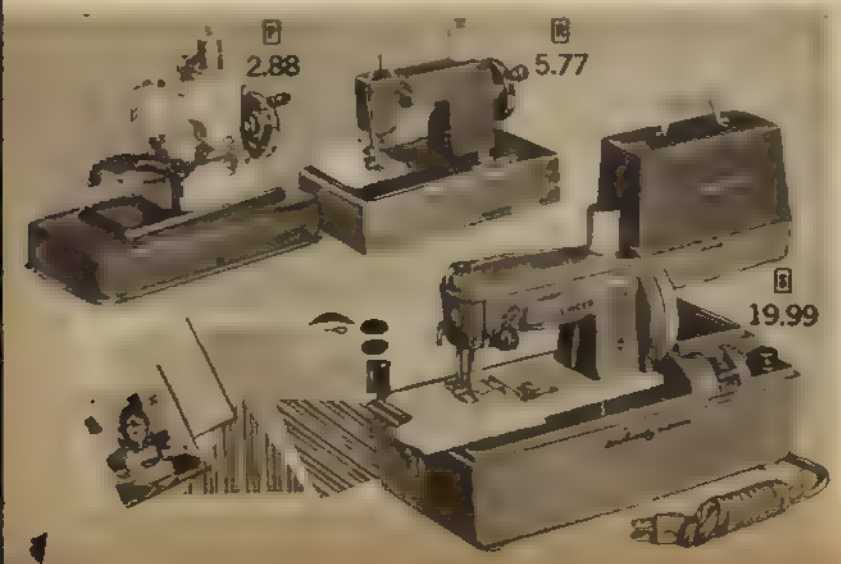
**[J] Refrigerator.** Double compartment style. Shelves, fruit drawer, vegetable crisper. Doors have pull handles, metal catches. Accessories not incl. 37 x 17½ x 11 in. deep.
X 921-1129 A—Shpg. wt. 6 lbs. 8 oz. 3.66

**[K] Sink Unit.** Protective plastic tray covers entire top of unit. Pump-type faucet with connecting drain—water re-circulates. Rubber sink stopper. Two shelves behind base doors. 27 x 16 x 11 in. deep overall.
X 921-1137 A—Shpg. wt. 6 lbs. . . . 3.66

**[L] Toy Stove.** Plastic burners light up when switched "on." Bulbs included. Uses two "D" batteries—not included.** Water-resistant top, plastic oven window, simulated timer, oven shelves. 27 x 15 x 11 in. deep.
X 921-1152 A Shpg. wt. 5 lbs. 3.44

**[M] Cupboard Unit.** Simulated Formica counter top. Top and bottom cabinets—each with doors, two shelves. Silverware drawer. Accessories not incl. 40 ¼ x 16¼ x 11 in. deep.
X 921-1145 A—Shpg. wt. 6 lbs. . . . 3.44

**[M] THREE-IN-ONE KITCHEN SET.** Sturdily made of heavy corrugated fiberboard—smart pink/gray finish, plastic handles, wood-dowel hinges. Sink-range unit has all-plastic countertop, oven window. Burner knobs turn—just like those on Mom's range. Bound to thrill "young housemakers". Sink has plastic "pump" faucet, re-circulating water action, rubber stopper. 27¼ x 28½ x 12 in. overall. Separate refrigerator 37 x 17¼ x 12 in.—has freezer compartment, shelves. Plus 55-pc. accessory kit for "cooking," serving: dinnerware and flatware services for 4; 5-pc. coffee set; miniature food boxes and plastic "foods." Assembles easily.
X 921-1103 A—Shpg. wt. 17 lbs. 4 oz.* . . . . . Set 9.44
X 921-1111 A Set without refrigerator. Wt. 11 lbs.*. . 6.66




**[P] HAND-OPERATED "JET" SEWING MACHINE.** Easy for even tiny tots to use—almost foolproof. Sews strong chain-stitch—ideal for doll clothes, hobbies. Finger-guard presser foot. Free-arm design—enameled metal body and base, satin-chromed fittings for long wear. 8½ x 5 x 6½ in. Imported from England.
X 921-2903 A—Shpg. wt. 2 lbs. . . . . 2.88

**[R] BATTERY-OPERATED SEWING MACHINE.** Sews like a real electric! Automatic clutch permits hand operation, prolongs battery life. Comes threaded, ready to sew a strong chain-stitch. Protective presser foot. Uses standard machine needles. Uses 2 "D" batteries—not incl.** Metallic-finished steel—wood base. 8 x 4½ x 6 . Imported from West Germany. A practical toy.
X 921-1236 A—Shpg. wt. 2 lbs. 4 oz. 5.77

**[S] GILBERT-SINGER ELECTRIC SEWING MACHINE.** Sleek metal body styled like a real "Singer" machine. Sews a perfect chain-stitch—presser foot acts as finger guard. Rugged plastic carrying case. 13 x 7 x 9½ in. 110-120 volts, AC—UL-listed. With sewing kit—materials and instructions for making "funny-face" clothes bag—fine first project. Instructions incl. No down payment.
X 921-1160 A—Shpg. wt. 6 lbs. 8 oz. . . . . 19.99

*Semi-mailable see page 81.
**To order batteries, see page 118.

# Home Aids

- *Mix, stir, and bake!*
- *Make the real thing!*

### *Makes suds in "Magic-Action" window!*

**A "LAUNDRA MAGIC" WASHING MACHINE.** The "realistic" make-believe washing machine—perfect for little dolls' clothes. Just open the washer door, drop in dolly's clothes, then set automatic timer. Machine whirls, tumbles, and actually builds up real suds (an "magic action" window) to create an illusion of washing dolly's clothes. Suds are created only in the specially sealed "magic-action" window. Operates on one "D" battery—not included (order battery from page 118). Durably made of high-impact plastic in red-trimmed colors. Measures 12 x 7¼ x 7½ in. deep.

X 921-1954 A—Shipping weight 3 lb. 4 oz. . . . . 6.22

### *Washes and spin-dries!*

**B COMBINATION WASHER DRYER.** Now she can actually wash and spin-dry dolly's clothes herself! All she does is turn the crank and agitator stirs water, just like in a real washer. When clothes are ready to spin-dry, just turn knob to release water through hose, and continue cranking. Made of metal with see-thru plastic lid. White. Measures 8 x 10¼ x 7¼ in. Will delight a homemaker's helper.

X 921-1962 A—Shpg. wt. 3 lbs. 8 oz. 2.84

**C BISSELL "LITTLE QUEEN" HOUSEKEEPING KIT.** Little girls love these cleaning tools because they look "grown up," and they work just like Mom's. Tools are color-matched in cheerful rose-red with slim, satin-smooth metal handles. Kit includes Bissell "Little Queen" sweeper with real bristle rotary brush, plastic bristle broom, washable dust mop, sturdy metal dustpan, frilly plastic tie-apron, and handy sponge—all right size for the petite hands of Mommy's favorite helper.

X 921-1970 A—Shpg. wt. 4 lbs. 4.88

**D "SUSY GOOSE" HOUSEKEEPING SET.** Ideal for the little girl who likes to help mother. Now she can sweep, dust, mop, and scrub to her heart's content. And everything is child-size to make it more fun. Set contains sweeper with 21-in. handle, dust-pan, broom with 28-in. handle, mop with 21-in. handle, hand duster, Brillo pad, DuPont sponge, and Squeeze cellulose sponge mop. Pieces made of durable high-impact plastic with wooden handles. A great gift for a little girl.

X 921-1947 A—Shpg. wt. 1 lb. 6 oz. Set 1.99

**E BISSELL "LITTLE QUEEN."** Just what every young housekeeper needs—it really sweeps! Looks like a toy, but has the built-in quality of a full-size Bissell sweeper. Steel case in attractive rose-red has all-around vinyl bumper, real bristle rotary brush, all metal handle, and easy to-empty dustpan. 9¾ x 6¾ x 2¾ in. Shipping weight 2 lbs. 8 oz.

X 921-1988 A . . . . . 2.77

**F to K NAME-BRAND BAKING SETS.** Not just for play—but real "little girl"-size baking mixes—brands that Mother uses—and plastic and aluminum utensils. Now your little girl can prepare and bake treats for the whole family—and have such fun at the same time.

**G 53-Pc. Set.** Includes seven "Swans Down" cake mixes; 20 "Junior Chef" mixes such as cookie mixes, decorator mix, pie crust, pie filling, gingerbread, biscuit, pan cake, corn muffin, pudding, frosting mixes; one bottle of "Log Cabin" syrup. With 24 utensils; two cake pans, two pie tins, two cookie sheets, six cookie cutters, a cake decorator with three nozzles, and one each—bread pan, spoon, rolling pin, muffin tin, pancake grill, pancake turner, gingerbread-man cutter, cookie pan, recipe book.

X 921 2002 A—Wt. 4 lbs. 4.66

**H 44-Pc. Set.** Includes five "Swans Down" cake mixes; 17 "Junior Chef" mixes such as frostings, decorator, cookie, pie crust, pie filling, gingerbread, biscuit, pan cake, corn muffin, and pudding mixes; also one bottle of "Log Cabin" syrup. With 20 utensils: two cake pans, two bread pans, four cookie cutters, a cake decorator with three nozzles; one each pie tin, cookie sheet, muffin tin, griddle, rolling pin, gingerbread-man cutter, measuring teaspoon and tablespoon, and recipe book.

X 921-2010 A—Wt. 2 lbs. 8 oz. 3.33

**J 31-Pc. Set.** Includes three "Swans Down" cake mixes; 11 "Junior Chef" mixes such as cookie mixes, frostings, pie crust, pie filling, gingerbread, biscuit, pancake, corn muffin, and decorator mixes. With 16 utensils; two cake pans, four cookie cutters, a cake decorator with two nozzles, and one each—pie tin, bread pan, cookie sheet, muffin tin, gingerbread-man cutter, rolling pin, measuring spoon, and recipe book.

X 921-1996 A—Wt. 2 lbs. . . . . 1.97

**K 71-Pc. Set.** Includes 10 "Swans Down" cake mixes; 31 "Junior Chef" mixes such as frostings, decorator mixes, cookie, pie crust, pie filling, gingerbread, biscuit, pancake, corn muffin, and pudding mixes; one bottle of "Log Cabin" syrup. With 28 utensils: two cake pans, two pie tins, two cookie sheets, six cookie cutters, a decorator with three nozzles, and one each—bread pan, measuring teaspoon and tablespoon, rolling pin, muffin tin, mixing bowl, pancake grill, pancake turner, gingerbread-man cutter, pudding bowl, egg beater, cookie pan, and recipe book.

X 921-2028 A—Wt. 9 lbs. 6.77

**L GILBERT "MY MIXER" TOY.** An actual hand-operated mixer, complete with bowl, nylon beaters, and a unique proportion scale that lets daughter easily and quickly measure the ingredients for cold treats the whole family can enjoy. With steel and plastic parts that disassemble easily for washing. Set comes complete with cat, clown, and horse-shaped molds to pour desserts into for chilling, plus a combination spatula, server, and cutter. 16 party recipes included. A young homemaker's delight!

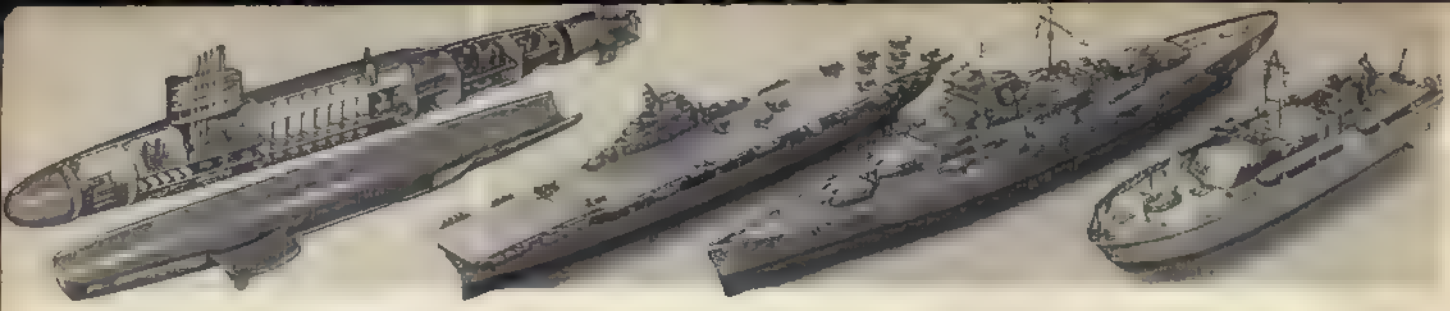
X 921-2044 A—Wt. 3 lbs. 12 oz. 9.99

**M FULLY-INSULATED ELECTRIC RANGE.** Really cooks and bakes! Durably made of steel with baked enamel finish and Fiberglas insulation for better baking. Features four quick heat burners. Oven has separate heating element and see-thru door. Includes two cookie cutters, pot with cover, cake pan, pie pan, and cookie sheet. With colored play switches, easy-grip handles. Operates on 110-120 volts, AC-DC. UL listed. Measures 12½ x 11¾ x 7 in.

X 921 2036 A—Wt. 7 lbs. 4 oz.



Buy with Credit Command see page 79



## Polaris-launching Nuclear Sub

**Ethan Allen.** 25-inch model of newest, largest class of America's Polaris fleet. Incorporates latest data released by U.S. Navy. Hinged hull opens to reveal complex interior, crew, spring-powered missile. Styrene plastic. With stand. By Renwal.

49 N 6457—Shipping weight 1 pound 8 ounces.....Kit $1.97

## Motorized Ships knife through water . . plastic kits have battery run motors

**Aircraft Carrier Yorktown.** 20-inch model of WW II's 'Lady of the Seas'. Flight deck has miniature planes, movable platforms. Display stand. Order 2 "AA" batteries at right. By Lindberg.

49 N 6458M—Shipping weight 1 pound.....$1.77

**German Battleship Bismarck.** 25½-in. model follows pre-set maneuvers as turrets and guns move. Has stand. Order 2 "D" batteries below. Lindberg.

79 N 6459C—Shipping wt. 2 lbs. $3.44

**"D" Batteries.** Shipping weight each 4 ounces.

79 N 4660.....Each 16¢; 4 for 60¢

**PT-109.** 14-in. kit of a Patrol Torpedo boat used in Pacific. Has crew, stand. Order 2 "AA" batteries below. By Lindberg.

49 N 6460M—Wt. 1 lb. $1.77

**"AA" Batteries.** Shipping weight each 1 ounce.

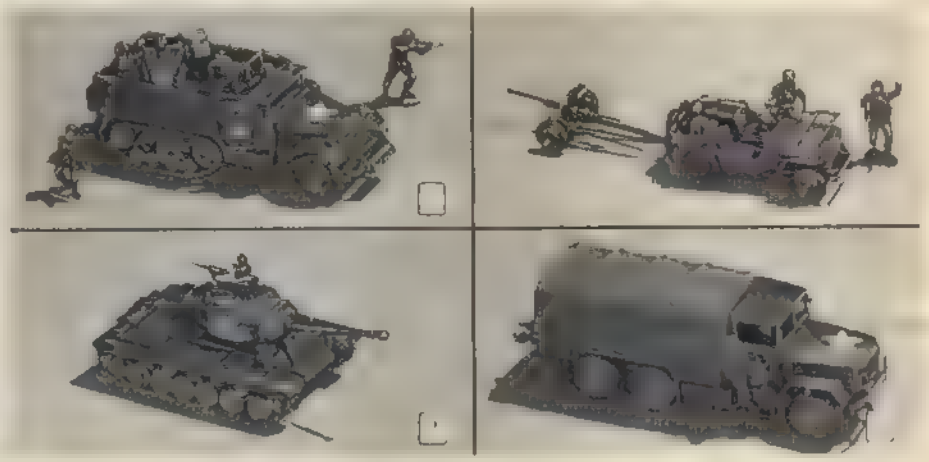
49 N 4666M..Ea. 16¢; 4 for 60¢

# Recreate Military History with highly detailed

**U.S. Army Military Figures Kit.** Build 'em . . send 'em on patrol or stage your own battle scenes. Made in same scale as Monogram's military vehicles at right.

[illegible] plastic figures in various action poses. Set [illegible] right. Has rifles, carbines, Tommy gun, machine gun, flame thrower, bazooka, mortar, grenade, mine detector, walkie-talkie, even a motorcycle messenger. By Monogram.

49 N 6452—Shpg. wt. 6 oz. .74¢



## "Roll 'em" . . build a mighty convoy of U.S. Army Military Vehicles

[1] **Armored Half Track.** Rear track and front roller permits its use on any type of terrain. [illegible] model has revolving turret with twin .50 calibre machine guns, working doors. Olive drab plastic with [illegible] tires. Includes 5 military figures. By Monogram.

49 N 6453—Shipping weight 10 [illegible] Kit $1.19

[2] **"General Patton" Tank.** Greatest World War II medium tank of its time. 5½-inch plastic model dramatically shows the armament and design of this rugged fighter. Has decals, 3-man crew. By Aurora.

49 N 6456—Shipping weight 7 ounces.....Kit 74¢

[3] **Jeep with M3, 37-mm Gun.** Best known military vehicle in the world. Gun carriage hitches to Jeep. 8 inches long overall. Windshield lowers . . gun moves up and down. Olive drab plastic with 7 flexible [illegible] decals, [illegible]. By Monogram.

49 N 6454—Shipping weight 7 ounces Kit 74¢

[4] **2½-ton Cargo Truck.** The famous Eager Beaver. Six-by cargo [illegible] plastic model. Has removable tailgate and doors, detachable simulated canvas top. Includes 6 black polyethylene [illegible] decals; 6 action posed figures. By Monogram.

49 N 6455—Shipping weight 9 [illegible] Kit $1.19

# Everything is "GO" . . a salute to Lt. Colonel John Glenn Jr. with commemorative model of launching pad, Friendship 7 Capsule and Atlas Booster

Capture the excitement of February 20, 1962 — an historic day in America's race to the moon. Two rocket-ports model includes 20½-inch long launching base with ramp, [illegible] movable gantry. Mercury Capsule with escape tower sits atop the giant Atlas Booster. Astronaut is inside capsule. Tractor transports, nitrogen trailer park nearby. Styrene plastic with decals, illustrated flight log of Col. Glenn's voyage through space. 12 in. high. By Revell.

49 N 6451—Shipping weight 1 lb. 1 oz.....Kit $1.77

# or for "racing events"

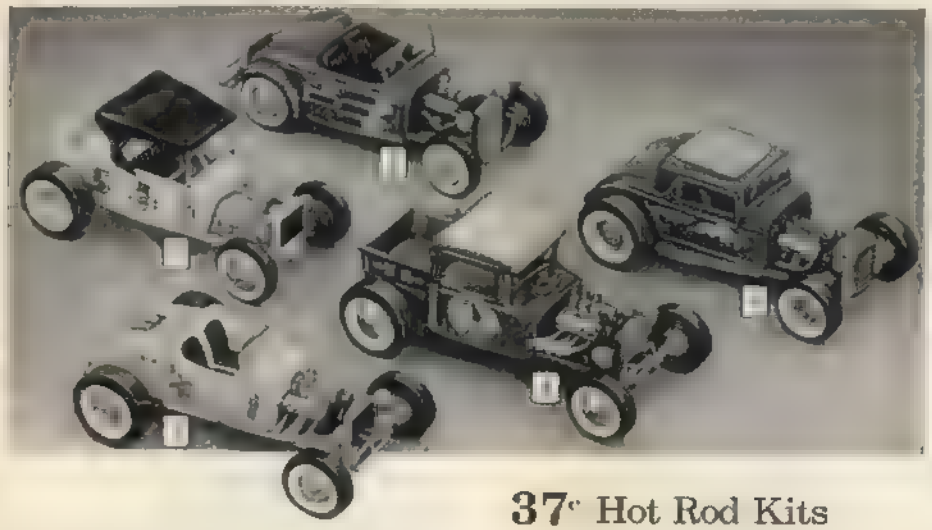
## Motorized Car Kits have battery-run motors

[1] **3-in-1 '32 Roadster.** Build street rod, track rod or dragster. Many chrome-color parts, rear slicks. Plastic, 1/24 scale, 6 in. long. By Lindberg.
49 N 6415M—Shipping weight 10 ounces ..... $1.37

[2] **Racing "Jag."** Roars along at scale speeds of 125 mph. Red and clear plastic parts, decals. 1/24 scale, 6½ inches long. By Lindberg.
49 N 6413M—Shipping weight 7 ounces ..... 67¢
49 N 4666M—"AA" Batteries. (Kits above require 2.) Shipping weight each 1 ounce ..... Each 16¢, 4 for 60¢

[3] **"Go Boy" Cart.** Has tethers to set up your own drag strip, gear drive, motor hood, rear steel axle, racing slicks. Plastic 6½ in. long. By Hawk.
49 N 2011M—Shipping weight 7 ounces ..... 97¢

[4] **3-in-1 Model "T" Pickup Rod.** Build a street rod, track rod or dragster. Many chrome-color parts. Plastic 1/24 scale body. By Lindberg.
49 N 6414M—Shipping weight 10 ounces ..... $1.37



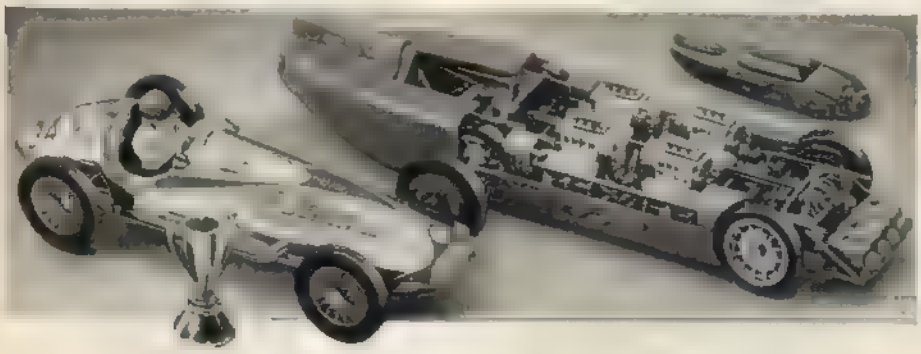
## 37¢ Hot Rod Kits

**By Monogram.** Each has Chevy engine with 3 carburetors, exhaust headers, decals. Roadster has roll and nerf bars; Pickup has rear drag slicks, removable top. Extra color plus clear. Styrene plastic. 1/24 scale. Each about 4½ in. long.

(5) 49 N 6412—Ford "T" Pickup. Shpg. wt. 4 oz.. 37¢
(6) 49 N 6410—'32 Ford Deuce. Shpg. wt. 3 oz.. 37¢

**By Aurora.** Each has souped-up engine, decals, extra drag slicks, hub caps. Styrene plastic. Some color plus clear. Amazingly detailed inside and out. 1/32 scale. Each about 4½ in. long.

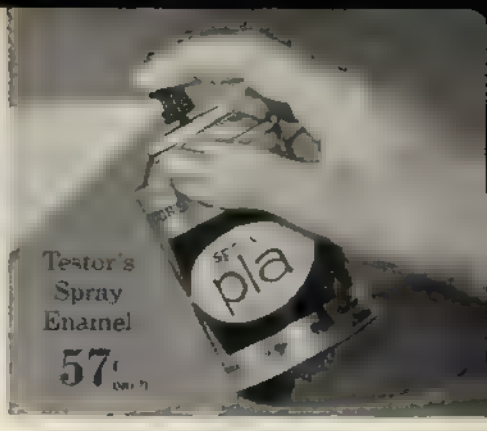
(7) 49 N 6407—'27 Ford "Sad Sack." Wt. 4 oz....37¢
(8) 49 N 6408—'28 Ford "Wolf Wagon." Wt. 4 oz 37¢
(9) 49 N 6409—'32 Ford "Ram Rod." Wt. 4 oz....37¢



## Famous Racers with the look of speed

**Indy Racer.** Gold-color body and silver-color trim sparkle like those at the real Indianapolis 500. Styrene plastic. Has clear windscreen, decals, base, chrome-color display engine and trophy mounted to "show" look. 1/24 scale, 7 in. long. By Hawk.
49 N 6416—Shipping weight 10 ounces.....$1.47

**Mickey Thompson's CHALLENGER I.** The world's fastest Funny Car! 4-06 mph! Styrene plastic. Lift-off body shows 4 chrome-color Ford V-8s, 4 LaSalle transmissions, 4 Goodyear racing tires with Buick brake drums. 1/25 scale. 9½ in. long. By Revell.
49 N 6411—Shipping weight 12 ounces.....$1.47

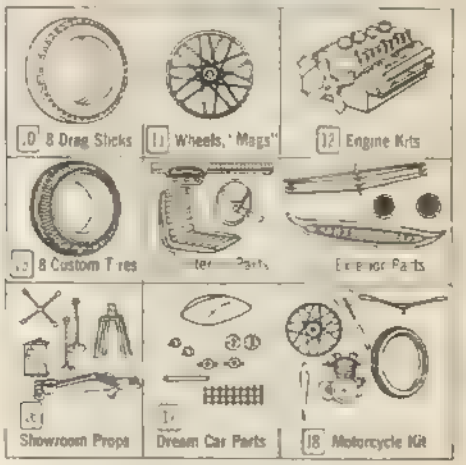



### Spray a smooth, even finish on plastic models . . 18 colors

Testor's Spray Pla® Enamel goes on plastic, metal, wood—even glass. Great for irregular surfaces. Dries in minutes. 3.1-oz. spray can.

49 N 6462—Original red
49 N 6463—Light blue
49 N 6470—Dark brown
49 N 6473—Gloss white
49 N 6476—Gloss black
49 N 6469—Confederate gray
49 N 6471—Natural wood light brown
49 N 6478—Flesh
49 N 6479—Dark green
49 N 6480—Camouflage
49 N 6472—Metallic gold
49 N 6475—Metallic silver
49 N 6477—Metallic copper
49 N 6464—Yellow
49 N 6465—Blue
49 N 6467—Orange
49 N 6461—Green
49 N 6468—Purple
Shpg. wt. 7 ounces ..... 57¢

**Testor's Model Cement** for plastics. *Cement not included in styrene plastic kits.* Brushes on neatly. 2/3 fluid ounce.
49 N 6450—Shpg. wt. 5 oz.. 22¢



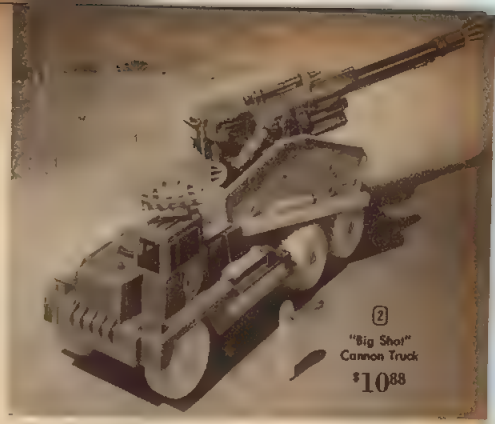

## Custom Car Parts

### Restyle car "mild" or "wild"

Now you can customize—glamorize—futurize—your 1/25 scale model car. Build it the way you want. All parts styrene plastic except tires are vinyl. By Revell. Shpg. wt. each kit 2 oz.

10 49 N 6420—8 Drag Slicks, Tires.....Kit 49¢
11 49 N 6421—Competition Wheels and "Mags." Various styles. Set of 4 chrome-color..... Kit 49¢
12 Engine Kits. Exact detail. Chrome-color.
49 N 6422—1957 Chev. "283" V-8.. Kit 49¢
49 N 6423—1960 Buick "367" V-8..... Kit 49¢
13 49 N 6424—8 Custom Car Tires..... Kit 49¢
14 49 N 6429—Custom Car Interior Parts. 4 bucket seats, center console, dashboard, 2 steering wheels, 2 door panels, etc. Kit 36¢
15 49 N 6425—Grilles and Bumpers. Various styles. Many finished in chrome-color..... Kit 49¢
16 49 N 6427—Display Accessories. Various chrome-color accessories, tools, jacks, oil cans, stands for your show car..... Kit 49¢
17 49 N 6428—Bubbletops, Head and Tail Lights. Includes one of each..... Kit 36¢
18 49 N 6430—Motorcycle Parts. Can be built as complete scale. Chrome color..... Kit 49¢

1 Haunted House $9.99



2 "Big Shot" Cannon Truck $10.88

# Mechanical Marvels

## Haunted House

1 **Haunted House** by Marx. An exciting toy packed with action and surprises. Simply press any of eight different buttons at side of house and watch the ,umping cat pop up, the ghost appear at the window, the witch at the front door the skeleton in the chimney, the rolling window shade. Hear the spooky sound or the whistling wind.

Sturdy metal construction, beautifully lithographed in bright colors. Operates on 3 "D" cell batteries, not incl , order at right, below. About 8½x7¼x11 in. high. Imported

48 T 2886 Ship. wt. 3 lbs. **$9.99**

## Fires Missiles

2 **"Big Shot," the Missile Firing Cannon Truck.** Cannon rotates, elevates and fires—all at the touch of a button. Fires both caps and 4-in. soft rubber tipped missiles. Radar antenna on top truck. Steel backbumper, elevation gauge, firing mechanism and barrel. Four harmless missiles included. Operates on 4 "D" cell batteries, not included, order at right. About 8½x11½x23½ in. long overall. High impact plastic. Ship. wt. 9 lbs. 8 oz.

48 T 2843 M - *Available* **$10.88**

3 **Mechanical "Hot Rod" Race.** Two colorful steel hot rod cars with ,ong-running wind-up motors race around the track. Motor stop-levers on cars. Figure 8 track features exciting over-pass, "no-jump" guard rails . . keep cars on separate tracks to avoid collisions. Of high-impact plastic. Measures a big 25 in. wide by 56 in long. Track sets up easily. Ship. wt. 2 lbs. 12 oz.

48 T 2888—*Ma lable* **$4.44**

## He Swims Underwater

4 **Skin Diver.** Watch the one-foot long realistic scale model skin diver actually "flip and kick" his swim fins as he propels him self along underwater. Made of durable vinyl

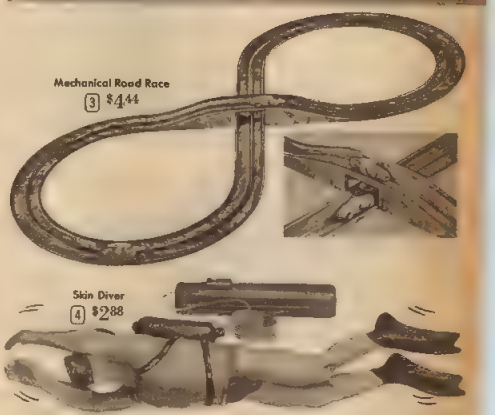
Long, 100-in. control cable allows complete maneuverability by remote control. Operates on 3 "D" cell batteries, not included, order below Imported

48 T 2817 Ship. wt. 11 oz. **$2.88**

48 T 2339 X—"D" Cell Batteries. Wt each 4 oz. Ea. 21c; 4 for 79c

**SAVE THIS CATALOG**

**Toys Available Until Oct., 1964**



5 Tractor and Trailer $4.99

6 Scenic Express $2.69

5 **Tractor and Trailer.** Sports smoke from exhaust pipe , just like the big diesel tractors. Turn steering wheel , and rig heads in another direction. Flip a switch and it goes forward or reverses. Plastic. Detachable metal trailer. Rubber tires. About 20 in. long (including trailer). Uses 2 "D" batteries, order above Imported

48 T 2887 Ship. wt. 1 lb. 4 oz. . . . . **$4.99**

6 **Scenic Express.** 3-Car train speeds around track, semaphore and gate operate automatically. Metal base with lithographed roads, houses and cars. Plastic locomotive. Strong wind-up clockspring motor. Base about 21½x13 in

48 T 2843—Ship. wt. 2 lbs. 8 oz. . . . . **$2.69**

7 TO 9 **Action Vehicles** Switch control for forward and reverse. Separate switch for raising, lowering action. Plastic. Rubber wheels. Each uses 2 "D" batteries, order above

(7) **Cement Mixer.** Mixer rotates and raises. About 12x4¾x6½ in. high. Imported

48 T 2879 -Ship. wt. 2 lbs. 14 oz. . . . . **$3.99**

(8) **Dump Truck.** Realistic dump body action. About 11½x5¼x5¼ in. high overall. Imported.

48 T 2946—Ship. wt. 2 lbs. 8 oz. . . . . **$3.99**

(9) **Bulldozer.** About 11x7x5¾ in high. imported. Ship. wt. 2 lbs. 7 oz.

48 T 2871 . . **$3.99**

## 15-piece Wood-burning Set

Get electric pen with 2 extra points, 6 wood plaques, *plus* silver-color foil, 6 decorating paints . . all for only

**$2.97**

Introduce youngsters to the fun of wood burning. Instructions guide them step by step. 6 wood plaques have line markings. Electric pen traces lines. Clearly-etched design shows up. Brush on water-color paints. Ready to hang, a graceful clipper ship, an Indian maid . . 4 more studies . . ready to burn and color. And youngsters made it themselves. Also includes 2 foil plaques, tapping tool for embossing, 4 cork coasters to decorate; foil transfer sheet.

49 N 2157—Shipping weight 1 pound 4 ounces..... ...$2.97

**$4.97**

### 21-piece Wood-burning Set . . even make tie rack with it

Set makes handsome plaques . . 7 of wood to decorate, 2 of foil to tap. You also get unassembled tie rack to build. 3 extra points for electric pen. Metal box has water paints, brush tapping tool, foil, transfer sheet, instructions.

49 N 2177—Shipping wt. 2 lbs.... $4.97

*NOTE: All electrical items on page are UL listed, 110–120-volt, 60-cycle AC DC*

**$8.99**

### 40-pc. Set for wood burning, carving . . even leathercraft

Multi-craft set helps do great work worthy of a "pro". Electric pen, 4 extra points. 4-pc bookends for wood burning. 6-pc. bookends, 4 plaques for wood carving. 6 cork coasters, 3 leather bookmarks, tie rack to build, 2 chisels, hammer, C-clamp, coping saw, foil, water paints, brush, transfer sheet, instructions. All in metal box.

49 N 2160 -Ship. pkg wt. 4 lbs. $8.99

### Extra Wood Plaques $1.88

16 plaques made of white basswood with assorted subjects. A wonderful selection of extra projects for wood burning fun

49 N 2156 Shipping wt. 1 lb. 4 oz.... Set $1.88

## Pariscraft Sculpturing

### Create real statues . . just form and combine shapes

2-roll set **$3.99** 2-roll refill **$2.77**

Easy to create many art forms with Sears de luxe set. Like to start with an owl? Instructions show you how. Put roll of Pariscraft (3 included) in plastic container; fill tray with water. Cut strip. Wet it. Put it over 1 of 5 reusable plastic molds. Cut more strips, wet, mold, lift off. There's your owl dried hard. Paint him, build many other forms. Sculpt stick, paint set included

49 N 2197 Shpg. wt. 3 lbs.. . $3.99

**2-roll Pariscraft Set.** 5 molds, forming tube, sculpt-stick.

49 N 2194—Shpg. wt. 2 lbs . .$2.77

**3 Refill Rolls of Pariscraft.** With sculpture stick, instructions.

49 N 2198—Shpg. wt. 1 lb..Pkg. $2.77

## Metal Casting Molds

Make extra troops with extra molds . . knights, World War II commandos, Civil War soldiers—even a Civil War cannon that rolls. *Heavy steel molds make 3 figures.* Shpg. wt. each 1 lb. 8 oz.

**1 Medics in Action.** Wounded soldier, stretcher, bearer. 2¼ to 3 inches.
49 N 2218 $2.59.

**2 Knights of the Round Table.** 3 gallant knights, 2¼ inches.
49 N 2215.... $2.59

**3 Union Infantry.** Rifleman, officer with saber, soldier. 2 to 2¼ inches.
49 N 2202.... $2.59

**4 Two Union Musketeers,** mounted standard bearer. Each 2 to 2¼ in.
49 N 2199 ..$2.59

**5 World War II Machine Gunner.** Also 2 different riflemen. 2¼ inches.
49 N 2158 . . ..$2.59

**6 Mop-up Squad.** Observer, Lookout guard, mine detector. 2¼ inches.
49 N 2208.... $2.59

**7 Confederate soldier** on horse, officer, rifle loader. 2¼ inches
49 N 2168 $2.59

**8 Confederate Soldiers.** Bugler, officer, flag bearer 2 to 2¼ inches.
49 N 2201.....$2.59

**9 Civil War Cannon.** One 3½-inch cannon . . from 3-pc. mold
49 N 2169.....$2.59

### Molds of World War II Soldiers (not illustrated)

**Bazooka Squad.** Bazookaman, grenade thrower and rifle man. 2½ inches.
49 N 2203 $2.59

**Medical Corps.** Stretcher bearer, plasma bearer, rescue dog. 1⅜ to 2⅜ in.
49 N 2209 .....$2.59

**British Commandos.** Grenade thrower, rifleman, bomb thrower. 2 inches.
49 N 2204 $2.59

**Training Squad.** Grenade thrower, bayoneteer, soldier. 2¼ inches.
49 N 2159.....$2.59

**Tank Defense Squad.** Rocket launcher, rifleman, machine gunner. M, 1⅝ in.
49 N 2211 . . ..$2.59

**Air Commandos.** M-1 man, squad leader, Browning auto rifleman. 2 to 2¼ in.
49 N 2213.....$2.59

## Electric Metal Casting Set

### Mold an entire army of 2¼-inch metal soldiers

**$4.98**

Start your own army with this easy-to-use set. The 3-figure metal mold makes a sharpshooter, bazooka-man and bayoneteer. Order extra molds at right. Electric stove melts the 18 pigs of casting metal (enough to form 6 figures). Pour casting metal with hand ladle

Set also includes ladle, candle and cord set. Complete with easy to-follow instructions.

49 N 6375—Shpg. wt. 3 lbs.$4.98

**Extra 72 pigs of casting metal.**

49 N 2205—Shpg. wt. 3 lbs.$2.66

Either
Construction Set

$9.99

Both sets really dig, grade, load, haul

## Save $1.47 on 5-piece Military Set

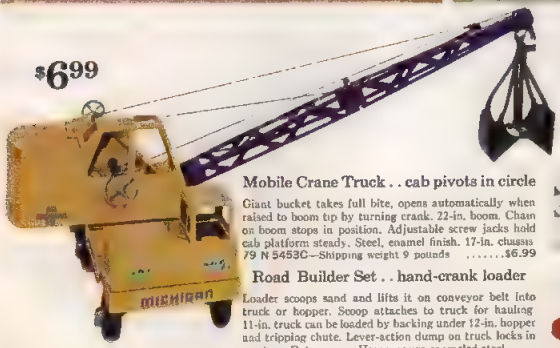
Sears exclusive Army Engineers set . . heavy-gauge steel . . detailed interiors. *(1) 11-in. Jeep.* Folding windshield. *Trailer* attaches to Jeep. 8⅛x5⅜x2 in. trailer bed. *(2) 19-in. Road Grader.* Working steering wheel . . blade revolves, adjusts up and down. *(3) 11¾-in. Dump Truck.* Steering wheel. Swinging tail gate. *(4) 14-in. Bulldozer.* Bucket raises, locks in 3 positions. Dumps.

79 N 5422C—Complete 5 pc. Set. Shipping wt. 14 lbs. *Separately $11.46* Set $9.99
(1) 49 N 5483—Jeep with Trailer. Shipping weight 3 lbs. 2 oz. 2.99
(2) 49 N 5477—Road Grader. Shipping weight 3 lb. 10 oz. 3.99
(3) 49 N 5479—Dump Truck. Shipping weight 1 lbs 6 oz. 1.99
(4) 49 N 5471—Bulldozer. Shipping weight 2 lbs. 2.49

## Save $3.71 on 4-piece Commercial Set

Action packed construction toys of heavy-gauge steel. *(5) 18-in. Power Shovel.* Automatic scooping bucket release action. Crank controls raising, lowering, loading, unloading. Cab revolves. *6) 15½-in. Hi-lift Loader.* Digs, lifts, dumps. *7) 17-in. Road Grader.* Raises, lowers blade, steers. *(8) 15-in. Hydraulic Dump Truck.* Lever operated.

79 N 5421L—Complete 4 pc. Set. Wt. 15 lbs. *Separately $13.70* Set $9.99
(5) 49 N 5646—Power Shovel. Shipping weight 4 lbs. 8 oz. 4.94
(6) 49 N 5484—Hi-lift Loader. Shipping weight 3 lbs. 12 oz. 2.92
(7) 49 N 5614—Road Grader. Shipping weight 3 lbs. 8 oz. 2.92
(8) 49 N 5661—Dump Truck. Shipping weight 2 lbs. 12 oz. 2.92



$6.99

### Mobile Crane Truck . . cab pivots in circle

Giant bucket takes full bite, opens automatically when raised to boom tip by turning crank. 22-in. boom. Chain on boom stops in position. Adjustable screw jacks hold cab platform steady. Steel, enamel finish. 17-in. chassis.
79 N 5453C—Shipping weight 9 pounds . . . . . $6.99

### Road Builder Set . . hand-crank loader

Loader scoops sand and lifts it on conveyor belt into truck or hopper. Scoop attaches to truck for hauling. 11-in. truck can be loaded by backing under 12-in. hopper and tripping chute. Lever-action dump on truck locks in position. Detour sign. Heavy-gauge enameled steel.
79 N 5472G—Shipping weight 7 pounds . . . . . $4.99

$4.99

# Bikes-Trikes-Cars

## PLAY-TIME FAVORITES FOR YOUNGSTERS

Smooth-Riding and Speedy for Fun on the Go

## Battery-Operated Stutz Bearcat

**A Gift to Thrill Aspiring Drivers**—the Stutz Bearcat goes forward, stops, backs up—*all battery-powered!* Realistic reproduction of a famous antique car will be the pride of the sidewalk "speedster." Bright red non-breakable plastic body with gold coach trim; metal chassis. Features a honking horn, noise-making crank, bucket seat, running boards with "tool boxes," hand brake, spare wheel. Unique one-pedal control with forward-reverse switch.

48TS3747R—About 42x15½ in. *Not Mailable*, (see below.) Ship. wt. 28 lbs. **$28.79**

48 T 2335 MX 12V Battery for above Ship. wt. 8 lbs. *Mailable*. ..... **4.95**

**1** **Extra Safety for the Little Ones**—wide rear axle helps prevent spills; big 8-in. front wheel designed to turn easily. Sturdy 1¼-in. tubular steel frame, 2-in. head. Extra-wide swept-wing rear step deck. ½-in. two-section handlebar of tubular steel with Red vinyl grips. Large steel saddle; Red polyethylene pedals. Bright Red enamel finish with White wheels and handlebars. 5-in. rear wheels.

48 T 5459 M—Leg reach 11–12 in. Ship. wt. 8 lbs. *Mailable*. ..... Only **$4.79**

**2** **Popular 2-Wheel Scooter.** Streamlined for speed. 1-pc frame and footboard stamped from heavy steel. 10-in. disc wheels have 1½-in. semi-pneumatic tires. Lifetime bearings. Black plastic hand grips; brake, stand. Red enamel finish with White trim. About 41 by 32 in. overall.

48 T 5406 MO—Ship wt. 16 lbs. *Mailable*. ..... **$5.98**

**3** **Ready for Junior Lawmen** with repeating 6-shooter swivel mounted on handlebar. Steel 1¼-in. frame, 2-in. head. Plastic windshield, bucket seat. Wire basket on rear. Plastic grips, knuckle guards, streamers. New design polyethylene front fender. Western design on tank, fender. Removable 5-in. training wheels, 1¾-in. semi-pneumatic tires. Red enamel finish, White trim. *Mailable*

48 T 5310 MO—12-in. Wheels. Leg Reach 15–18 in. Ship. wt. 25 lbs..... **$16.49**

## Chain Drive Velocipede

**4** **A Deluxe Velocipede**—easiest to pedal and control because it is chain driven, just like a bicycle! Wide rear axle adds to stability on turns. 10 in. rear wheels and 16-in. front wheel equipped with ball bearings, 1⅜-in. semi-pneumatic tires. Rugged 1¼-in. tubular steel frame; chrome-plated adjustable handle bars with white plastic grips. Adjustable vinyl seat has full coil springs. Plastic bicycle-type pedals. Bright Red enamel finish with White trim. Ship. wt. 37 lbs. *Not Mailable*. Shipped from Stock by Freight, Truck or Express.

48 T 5307 R—16-in. Wheel, 19–22-in Leg Reach ..... $21.95

**4** Deluxe Chain Drive **$21.95**

## Kiddie Car

**5** **$3.88**

**5** **For the Tiny Tot**—safer fun for even the youngest "driver." Wide rear axle gives greater stability—helps prevent spills. Saddle-shaped seat and contour-grip handle are made of finest select hardwoods with attractive natural finish. Chrome-plated tubing rear axle brace. About 18½ in. long, 10¾-in. wide, 16 in. high overall. Seat is 9½ in. from floor. Bright Red wheels, rubber tires. Ship. wt. 4 lbs. 4 oz.

48 T 5384 *Mailable*... Only **$3.88**

## New Pedal Motorcycle

**$16.88**

**6** **He'll be a real Motorcycle "Cop"** with this flashy, real-looking model, molded of unbreakable, super-tough plastic. One-piece body has authentic details, even to the "engine" and "headlight" on the front. Steel-spoke 12-in. wheels have semi-pneumatic tires; equipped with training wheels. Fully enclosed drive. Bright Red, handsomely trimmed in Silver, White and Black colors. About 36½ in. long, 16 in. wide, 24 in. high overall. Adjustable chrome-plated handlebar "grows" with the child.

48 T 5523 MO—Ship wt. 14 lbs. *Mailable*. ..... **$16.88**

**Notice: Items with Key Letter "R" after Catalog Number (example: 48 T 5374R) are Shipped promptly from Stock by Freight, Truck or Express. Measuring Instructions:** For leg reach, measure child from Crotch to Ball of Foot. Buy slightly larger size for longer use. All items on these pages are shipped partially assembled to save on shipping charges. Assembly instructions included.

Use Your Credit—Charge It!—See Pg. 367

## It's "D" Day—and you're in command as U.S. Troops invade Normandy

The time is 0630 hours, June 6, 1944 . . you hit the beach with LCVP landing crafts . . air cover swarms overhead . . your paratroopers drop behind the lines . . tanks roll, howitzers and machine guns fire "shells", hill explodes. Detailed German soldiers man pillboxes and gun nests.

350 pieces $9.89 175 pieces $5.89

**350 piece Set** [illegible] Thunderbolt P-47s and Mustang P-51s. Plus [illegible]
79 N 6012L—Shpg. wt. 7 lbs. . . . Set $9.89

**175 piece Set** [illegible] 4 pieces
79 N 6027C [illegible] Set $5.89

**Battlefield Layout Base** [illegible]
49 N 6098—Shipping wt. 3 oz. . . . Each

## Famous-name Guns . . noted for superior action features . . fine craftsmanship

**$3.88 each**

### Marx Telescope Cap Rifle ejects cartridge

1 Always one of our most popular rifles because any boy knows you can't be a champ sharpshooter without a "scope" sight. Bolt action loads and ejects cartridge, cocks trigger. Fires rolled caps. 3 play cartridges. Plastic stock, metal barrel. 40 inches long.
79 N 2688C—Shipping weight 3 pounds. . . . $3.88

### Daisy's Spittin' Image cracks, recoils, smokes

2 Exact reproduction of famous "Rifle of the West" that helped bring law and order to the Old West. Just cock it and start firing. Hear loud crack, feel the recoil, see smoke pour out. Heavy gauge metal barrel with plastic stock. 34 inches long.
79 N 2636C—Shipping weight 3 pounds . . . . . $3.88

### Mattel's Winchester ejects up to 8 bullets

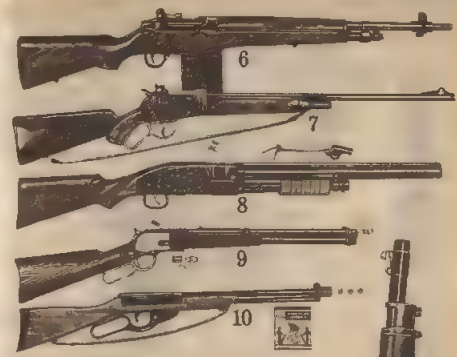
3 Has secret trigger for rapid-fire lever action. Triggers off single shots, too. Smokes when you fire roll caps. Loads 8 metal play bullets in housing. Plastic stock, steel barrel. 33 inches long.
79 N 2649C—Shipping weight 2 pounds. . . . . $3.88

### Daisy Saddle Gun . . hear "bullets" ricochet

4 No need to yell "bo-i-i-ng" when you start spraying "bullets" around the rustlers' hideout with this Daisy—it does it convincingly by itself! Also hear crack, feel recoil, see smoke. Heavy-gauge steel barrel with plastic stock. 30 inches long.
79 N 2601C—Shipping weight 3 pounds . . . $3.88

### Western Gun, Clothes Rack

Horse shoes and branding iron designs give this rack a real western look and may even remind Junior to keep his bunkhouse tidy. 6 horse shoe hooks for holding guns, holsters, pants, shirts, hats. Bright metal conchos and real leather thongs. Solid natural pine with clear lacquer finish. Hanging hooks on back. 20x20 in. over-all. Unassembled.
79 N 2734C—Shpg. wt. 4 lbs. $3.19




## Never before at Sears . . so many Rifles with so much action at so low a price

**$1.99 each**

### Bolt-action Training Rifle loads like real gun . . ejects cartridge, shoots caps

5 Pull bolt back and slip non-firing plastic cartridge into chamber. Bolt action cocks gun for firing 50-shot roll caps. Hinge-leaf sight, shoulder sling, plastic stock. 35 in. long.
79 N 2628C—Shipping weight 2 pounds. . . . . $1.99

### M14 Battery-powered Recoil Rifle

6 Authentic model of the automatic rifle now being used by U.S. troops. Has recoiling muzzle and loud, rat-ta-tat sound. Uses 2 "D" batteries (order below). 34 inches long.
79 N 2612C—Shipping weight 2 pounds. . . . . $1.99
79 N 4660—"D" batteries. Wt. ea. 4 oz. . . Ea. 16c, 4 for 60c

### Big Game Cap Rifle really smokes

7 Replica of famous .348 caliber rifle, even down to the fancy scroll-work. Lever opens housing for loading roll caps. Black steel barrel, peep sights. Plastic stock. 34 inches long.
79 N 2765C—Shipping weight 2 pounds. . . . $1.99

### Pump-action Shotgun ejects cartridges

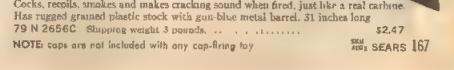
8 Upland Gunner outfit by Marx shoots caps, ejects cartridges and features real pump action. Includes dog whistle, hunting license and 3 shells. Plastic. 33 inches long.
79 N 2620C—Shipping weight 2 pounds. . . . . $1.99

### Mattel's Shootin' Shell Winchester

9 Shoots caps and Shootin' Shells and ejects cartridge. Even has secret trigger for rapid-fire, lever action. 2 cartridges and 6 plastic bullet noses. Plastic stock. 26 inches long.
79 N 2794C—Shipping weight 2 pounds. . . . . $1.99

### Kadet Training Rifle fires cork balls

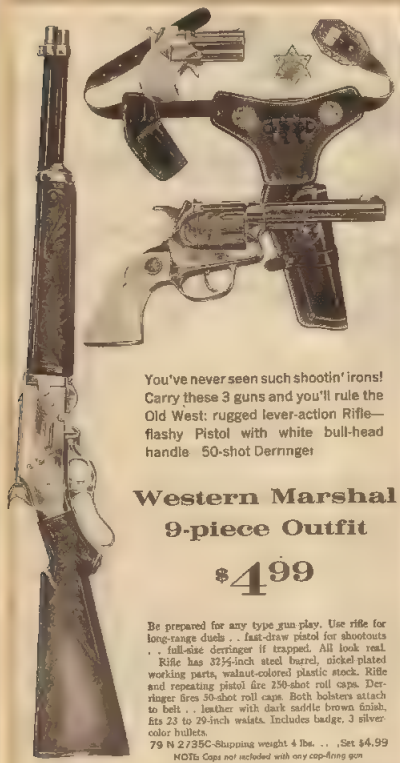
10 Just load front of barrel with half a dozen cork balls, pull trigger. Fast lever action. Kadet Handbook included. Wooden stock with shoulder sling. 24 inches long. 10 cork balls.
79 N 2686C—Shipping weight 2 pounds. . . . . $1.99



### Lever-action Smoking Rifle $2.47

Cocks, recoils, smokes and makes cracking sound when fired, just like a real carbine. Has rugged grained plastic stock with gun-blue metal barrel. 31 inches long.
79 N 2656C Shipping weight 3 pounds. . . . . $2.47

NOTE: caps are not included with any cap-firing toy



You've never seen such shootin' irons! Carry these 3 guns and you'll rule the Old West: rugged lever-action Rifle—flashy Pistol with white bull-head handle 50-shot Derringer

## Western Marshal 9-piece Outfit

**$4.99**

Be prepared for any type gun play. Use rifle for long-range duels . . fast-draw pistol for shootouts . . full-size derringer if trapped. All look real.

Rifle has 32½-inch steel barrel, nickel-plated working parts, walnut-colored plastic stock. Rifle and repeating pistol fire 250-shot roll caps. Derringer fires 50-shot roll caps. Both holsters attach to belt . . leather with dark saddle brown finish, fits 23 to 29-inch waists. Includes badge, 3 silver-color bullets.

79 N 2735C-Shipping weight 4 lbs. . . ,Set $4.99

NOTE: *Caps not included with any cap-firing gun*

**$5.44**

### Mattel's "Shootin' Shell" Buffalo Hunter Set

Lever-action 26-inch Winchester rifle ejects shell . single or rapid fires 9-inch Fanner pistol. Plastic and metal, both shoot caps or shells. Flexible knife with plastic scabbard, leather holster and belt. Fits 25 to 34-inch waists. 9 cartridges, 30 bullet noses

79 N 2681C Shipping weight 3 pounds . . . . Set $5.44

**$3.92**

### Mattel's Winchester Frontier Set

Gear up for wide-open spaces. "Shooting' Shell" 26-inch rifle has lever action, shell ejection . single or rapid fire . 9¾ inch Fanner-50 pistol. Plastic and metal, both shoot caps Black Dura-Hyde® plastic holster, belt . . fits up to 28-inch waist. 2 cartridges, 6 bullet noses

79 N 2644C Shipping weight 3 pounds . . . . . Set $3.92

**$2.99**

### 3-gun Texas Ranger Set

Lever-action "Flip Rifle" has 50-shot rapid fire . . trigger action, too High-impact plastic with working parts of rugged die-cast metal. 27 in. long. Two 50-shot automatic repeater guns of sturdy metal, bronze color; have stag grips Rawhide leather double holsters, adjustable belt

79 N 2754C—Shipping weight 3 pounds . . . Set $2.99

**$1.99**

### Marx Detective Set

**Has "Chopper" Tommy Gun, "bullet-shooting" pistol, holster, wallet and badge**

**Only $3.59**

You're fully armed to raid crooks' hideout. Bolt-action Tommy gun chatters like a real machine gun barrel recoils. Plastic and metal, 19 in long. Snub-nose metal pistol has revolving cylinder fires caps and soft bullets at same time With 16 play bullets. Slip pistol into black plastic shoulder holster, use wallet to show your credentials.

49 N 2639—Shpg. wt. 3 lbs. Set $3.59

### Detective Holster Set

Pistol and holster as above. With 8 bullets.

49 N 2678—Shpg. wt. 1 lb. 2 oz. .Set $1.99

**$3.99**

### Mattel's Dick Tracy Patrol Set

Bolt-action 25-in Tommy Burst fires 50 roll caps, singly or in bursts. Snub-nose .38 fires 6 Shootin' Shells . single-shot caps. 12 bullet noses, Dura-Hyde® plastic holster.

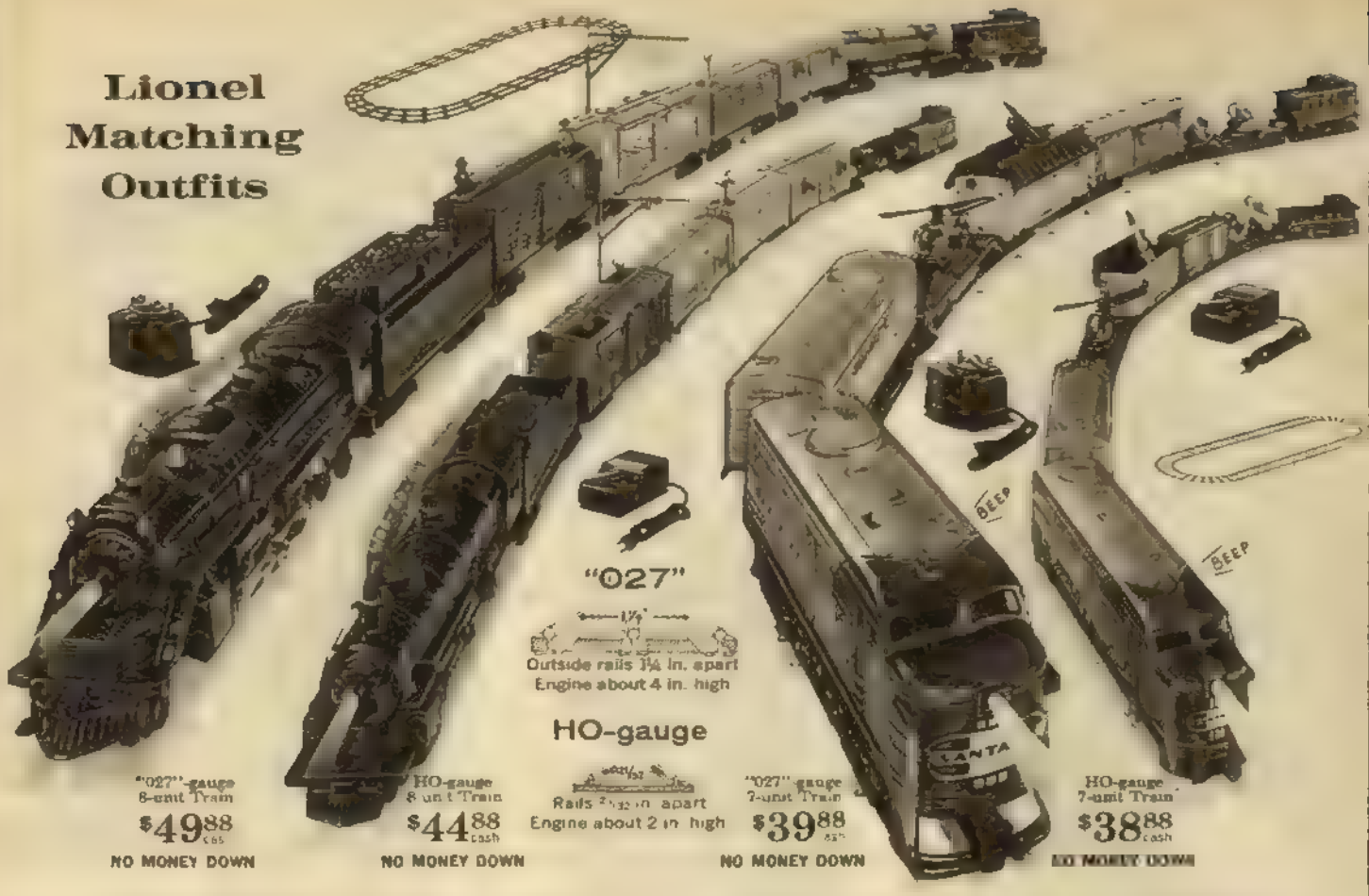
79 N 2619C Shipping weight 3 lbs. Set $3.99

**$1.99**

**Tommy-Burst Gun,** the same one Dick Tracy uses to capture underworld mugs. Smokes, fires 50-shot roll caps . . has sliding bolt action for single shot or bursts. 25 inches. Plastic metal mechanism.

79 N 2725C—Shipping weight 2 pounds **$1.99**

# Lionel Matching Outfits




"027"-gauge 8-unit Train
**$49.88** less
NO MONEY DOWN

HO-gauge 8-unit Train
**$44.88** cash
NO MONEY DOWN

"027"-gauge 7-unit Train
**$39.88** less
NO MONEY DOWN

HO-gauge 7-unit Train
**$38.88** cash
NO MONEY DOWN

## 8 units with whistle . . smoke . . 3 action cars

Freight whistles by remote control, speeds ahead puffing smoke . . . head lamp beams. Pulls tender, "gold" bullion car, "log" car, "battling sheriff and outlaw" car, giraffe car, car with bobbing horses, caboose. Plastic, steel. UL-listed transformer or powerpack for 110-120-V, 60-cycle AC. Uncoupling track. Both un-coupler by remote control. HO has N M R A couplers.

**75-in. "027"-gauge Train.** Die-cast Magne-Traction engine. 12 tracks make 27x45-in. oval. 75-w circuit-breaker transformer.
49 N 9657—Shipping weight 15 lbs. . . $49.88

**47-inch HO-gauge Train.** 8 tracks . . 36x45-in. oval. 1¾-amp. DC-AC powerpack.
79 N 9906C—Wt. 11 lbs. $44.88

## 7-unit Twin Diesel with horn . . 4 action cars!

Twin diesel locomotive has bright headlamp, wailing horn. Action-packed cars let you launch a helicopter, fire a "Minuteman" missile, blow up target car, fire "Turbo" missile. Caboose. Run train fast, slow, forward or backward . . uncouple cars, sound horn—all by remote control. Plastic and steel. UL-listed transformer or powerpack for 110-120-volt, 60-cycle AC is included with set.

**72-in. "027"-ga. Train.** Power unit diesel. Magne-Traction drive, more pull power. 12 tracks 27x45-in. oval. 60-w circuit-break transformer.
49 N 9656—Shipping weight 13 lbs. . . . $39.88

**45-inch HO-gauge Train.** 8 tracks . . 36x45-inch oval. 800-milliamp DC-AC powerpack.
79 N 9905C—Wt. 9 lbs. $38.88

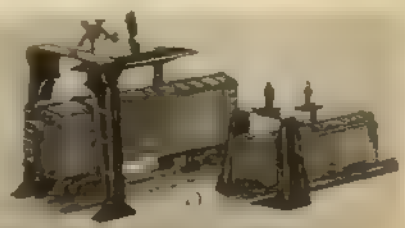
# Extra Lionel Cars and Accessories of plastic and steel

**1 "027" Crossing Signal,** 7½ in. high. Light flashes, arm swings as the train passes by.
49 N 9827—Wt. 8 oz. $4.65

**HO Crossing Signal,** 4⅛ in. high. "Stop" arm swings as the train goes by.
49 N 9591—Wt. 4 oz. $4.59

**2 "027" "Minuteman" Switcher** 7½ inches long. Hauls, couples cars, both ends.
49 N 9837—Wt. 2 lbs. $12.45

**HO "Minuteman" Switcher.** 4 inches long; headlamp. Couplers at both ends.
49 N 9592—Wt. 8 oz. $4.59



**3 "Turbo" Missile Launcher.** Press firing pin. Missile whirls off at top speed . . blows apart exploding box car sold below. Spare missile.

**"027"-gauge Car.** 9 in. long.
49 N 9831—Wt. 1 lb. $5.75

**HO-gauge Car.** 5½ in. long.
49 N 9908—Wt. 8 oz. $5.59

**4 Cop and Hobo Car.** Cop chases hobo. Hobo leaps to trestle. As train passes trestle again cop leaps to trestle but hobo escapes to car.

**"027" gauge Car.** 9 in. long.
49 N 9855—Wt. 1 lb. $6.49

**HO-gauge Car.** 6 in. long.
49 N 9909—Wt. 8 oz. $5.79

**5 "Minuteman" Launcher.** Roof opens, missile rises, fires to explode target car sold at right.

**"027"-ga. Car.** 10 in. long.
49 N 9811—Wt. 1 lb. $7.97

**HO-gauge Car.** About 6 in.
49 N 9911—Wt. 8 oz. $7.68

**6 "027"-gauge Trestle Set** 22 plastic piers, graduated from 3/16 to 4⅜ inches high.
49 N 9945—Wt. 1 lb. 10 oz. $4.79

**HO-gauge Trestle Set** for over and under figure 8 layouts. 46 piers plus arch.
49 N 9979—Wt. 14 oz. . . . $2.99

**7 Exploding Target Range Car.** 'Explodes' when hit with "Minuteman" or "Turbo" missile. Re-assembles.

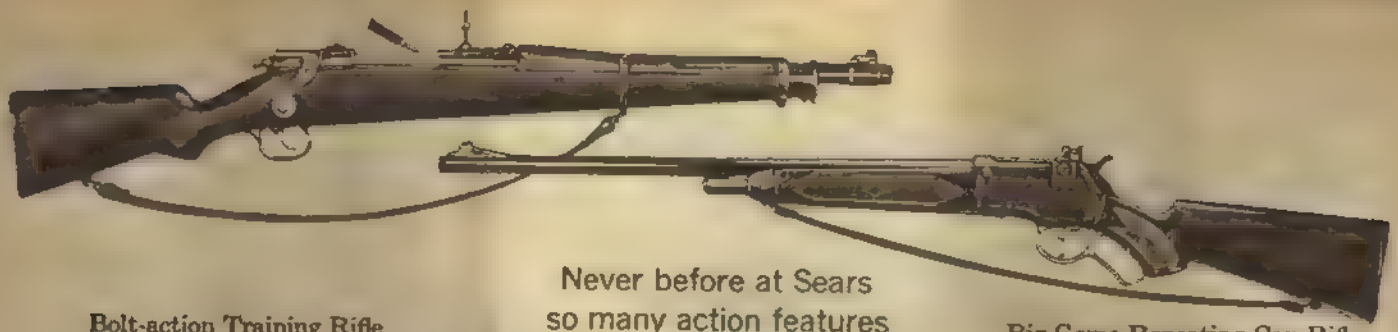
**"027"-gauge Car.** 11 in. long.
49 N 9823—Wt. 1 lb. . . $4.85

**HO-gauge Car.** 6 in. long.
49 N 9920—Wt. 8 oz. . . $3.95

**8 Helicopter Launching Car.** Spring-powered "whirlybird" soars into air at a touch of release button.

**"027"-gauge Car.** 10 in. long.
49 N 9856—Wt. 1 lb. $6.45

**HO-gauge Car.** 6 in. long.
49 N 9994—Wt. 1 lb. $5.79



Never before at Sears
so many action features
in fine play Rifles
at such a low price

Only $1.98 each

### Bolt-action Training Rifle loads like a real gun

Pull bolt back and slip in non-firing plastic cartridge (included) into chamber. Bolt action cocks gun for firing 50-roll caps. Shoulder sling helps hold 'er steady on the target. Has die-cast cap and bolt mechanism plus hinge-leaf sight. Stock made of high impact plastic. 35 in. long.

79 N 2628C—Shipping weight 2 pounds . . $1.98

### Big Game Repeating Cap Rifle has barrel that really smokes

Replica of famous .348 caliber rifle . . . even to fabric shoulder sling for carrying. Plastic stock and knurled forearm, peep-sight and muzzle end. Black steel barrel, die-cast metal enclosed cap mechanism. Shoots roll caps. Lever opens trigger housing for loading. 34 inches long.

79 N 2765C—Shipping weight 2 pounds . . . $1.98

### Mattel's Shootin' Shell Winchester

If there're any buffalo on the loose on your range, this gun will let 'em know who's boss. Works like old time Winchester lever-action guns . . . even has a secret trigger for rapid fire in case the whole herd charges. Shoots roll caps and Shootin' Shells and ejects cartridge. Comes with 2 plastic shells and 6 plastic bullet noses. Has high impact plastic stock, metal parts. 26 inches long.

79 N 2794C—Shipping weight 2 pounds . . . $1.98

### Repeater fires six cork balls

Can't hurt a fly even if you hit it. Just load front of barrel with half a dozen cork balls, pull the trigger and "bang." Realistic lever-action cocking mechanism sets the trigger, fires cork balls one at a time. Has walnut-colored wooden stock, wrap-around front sight, handy web shoulder sling for easy carrying. Complete with 10 cork balls and Kadet Handbook. 24 inches long.

79 N 2686C—Shipping weight 2 pounds . . . . . $1.98

[1] $4.99

[2] $3.88

[3] $3.88

[4] $3.44

[5] $2.49

[6]

### Lawman Rifle . . cracks, smokes, recoils

[1] Daisy's exact reproduction of famous model 94 Winchester used by "Lawman" on TV. Just cock it and start firing. Hear loud crack . . see smoke pour out . . feel the recoil. Heavy-gauge metal barrel. Plastic stock. 34 inches long.

79 N 2636C—Shipping weight 4 pounds . . . . . $4.99

### Saddle Gun . . hear ricochet after firing

[2] A good gun to have if you're troubled with rustlers. Modeled after TV star Cheyenne's carbine. Cracks, smokes, recoils . . even "whines" like bullet ricocheting off rocks. Heavy gauge steel barrel. Plastic stock. 30 inches.

79 N 2669C—Shipping weight 3 pounds. . . . . $3.88

### Telescope Rifle . . ejects fired cartridge

[3] That "scope" sight'll come in handy for long-range big game shooting. Bolt action loads and ejects cartridge, cocks trigger. Fires rolled caps. 3 play cartridges included. Die-cast mechanism. Plastic stock, metal barrel. 40 in.

79 N 2680C—Shipping weight 3 pounds. . . . . $3.88

### Mattel's Winchester . . ejects fired bullet

[4] Has secret trigger for shooting rapid fire . . can also be fired single shot. Smokes, fires caps, loads and ejects 8 metal play bullets. Realistic lever action. Has front and rear sights, plastic stock and blued steel barrel. 33 inches long.

79 N 2649C—Shipping weight 2 pounds. . . . . $3.44

### Automatic Smoker . . smokes after each shot

[5] Cocks, recoils, smokes and goes "bang" like a real carbine. Has grained plastic stock with metal barrel. 31 in.

79 N 2656C—Shipping weight 3 pounds. . . . . $2.49

### Western Gun and Clothes Rack

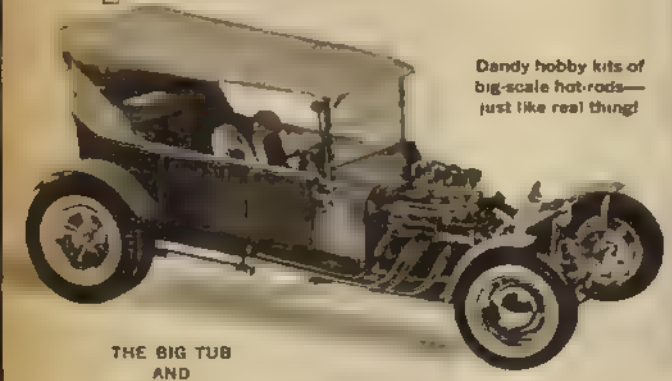
[6] Holds coats, pants, shirts, hats; gun and holster sets; or 3 rifles. Rack is solid ponderosa pine with rustic finish. Horns, horseshoe hangers are high-impact plastic. Leather ties. Hanging hooks on back. Easy to assemble. 24x20 in. high.

79 N 2733C—Shipping weight 3 pounds . . . . . $3.97

*NOTE: caps are not included with any cap-firing toy*

# the sporty "Roaring 20's" are back!

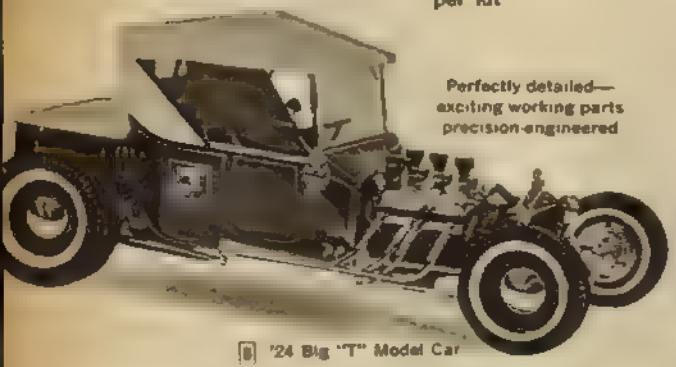
[A] '24 BIG TUB MODEL CAR



Dandy hobby kits of big-scale hot-rods—just like real thing!

THE BIG TUB AND THE BIG "T"

YOUR CHOICE Only 7.77 per kit



Perfectly detailed—exciting working parts precision-engineered

[B] '24 Big "T" Model Car

- *Three times larger than the average car model*
- *Complete steering action just like real 'autos*
- *Over 200 plastic and bright chrome-plated parts*
- *White walls that look and feel like real tires*

Save this Catalog to order toys the year 'round

[C] Kit 3.69

[D] Kit 2.19

Car kits let youngsters create miniature masterpieces in metal

[E] Kit 2.54

## *take your pick of classic custom-model cars . . . build them, collect them, enjoy them!*

[A] **BIG TUB MODEL CAR KIT.** Unique Show/Go Phaeton combines tub of 24 Ford sedan, its radiator shell and quaint side lamps, with custom Chevy 283 V-8 engine. Contoured bucket seats, bench-type rear seat. Has Cadillac steering wheel, 6 Stromberg carbs, front suspension, finned rocket covers, cycle fenders, Halibrand quick-change rear end. Bright chrome-plated reversed rim. Mag racing wheels. Front whitewall tires, rear racing slicks. Bright orange body, 16¼ in. long, 6½ in. wide. Easily assembled. Over 200 precision plastic and bright chrome plated parts.

X 923-5326 A—Shipping weight 5 lbs. . . . . 7.77

[B] **BIG "T" MODEL CAR KIT.** Really big—three times larger than average model car. Built around '24 Ford "T" roadster bucket. You have choice of front ends and interiors—even one with TV, radio, telephone. Chevy V-8 engine. Edelbrock manifold, brake pedals, overhanging clutch, Scintilla Vertex magneto, bucket seats, seat belts and removable top. Reversed rim 15-in. wheels. Front whitewalls, rear racing slicks. Kit has 203 precision plastic parts, 97 bright chrome-plated parts. Body is 16¼-in. long.

X 923-5318 A—Shipping weight 5 lbs. . . . . 7.77

[C] to [E] **HUBLEY'S CLASSIC METAL MODEL CARS.** Authentically detailed. Kits contain die-cast body, chassis, running gear, steering mechanism, detailed engine parts, plastic seats and accessories, real rubber tires. Complete instructions furnished. Finish with brush or spray paint. Extra-large 1930 Packard Roadster Kit [C] has more than 35 pieces: 14 detailed engine parts, removable hood, worm-and-sector gear steering, side pedal, upholstery, 9 in. long. Easily assembled with screwdriver.

X 923-5367 A—[C] Packard Roadster 9½ in. long. Wt. 2 lbs. 3 oz. . . . 3.69
X 923-5342 A—[D] Model A Ford Coupe. 7 in. long. Wt. 1 lb. 12 oz. . . . 2.19
X 923-5359 A—[E] Chevy Roadster. 6½ in. long. Wt. 1 lb. 12 oz. . . . 2.54

## *Military Hobby Kits recreate historical battle scenes of Korea and World War II*

[G] Kit 3.33

Korean Battler

[G] **KOREAN BATTLER M41 LIGHT TANK KIT.** Detailed replica of famous tank used in Korean War. Has elevating 76.2 mm. gun, traversing turret, .50 caliber swivel machine gun, 3 opening and closing hatches, sprung movable road wheels and flexible black plastic treads that actually move! 162 olive-drab colored plastic parts. 16 in. long. Easily assembled.

X 923-5334 A—Shipping weight 2 lbs. . . . . 3.33

PT 109 made history with a skipper named Kennedy

[H] Kit 1.49

[H] **PT 109 HOBBY KIT.** Realistic model—in perfect scale—of historic torpedo boat of World War II. Boasts twin .50 caliber machine guns, a 20 mm. anti-aircraft gun, authentic decals, base and nameplate. With action figures including PT 109's last skipper, J. F. Kennedy. Kit includes instruction sheet with detailed map of famous collision and heroic rescue operation. All parts of sturdy plastic. 13 in. long. You'll have fun assembling this exciting toy.

X 923-5375 A—Shipping weight 8 oz. . . . . 1.49



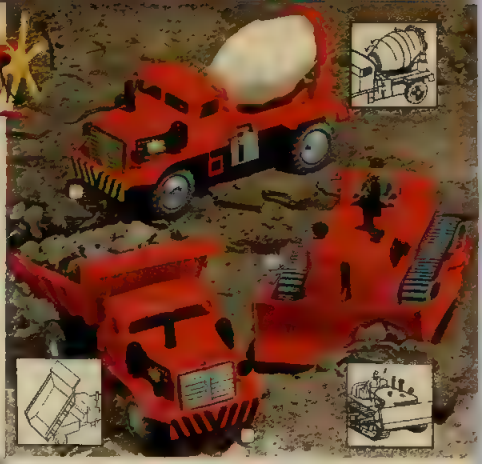
Buy now with Credit Command—see page 79

1

Exclusive with EATON'S

## SIKORSKY S61 HELICOPTER

Battery Operated **5.98**



5

26-pce. Set

**7.98**

**Dump Truck 2.49** **Cement Mixer 2.49** **Bulldozer 2.49**

1 **Exciting new Whirlybird** exclusive with **EATON'S!** Battery-operated Sikorsky S61 has colourful Metal and Plastic body, rubber wheels, flashing lights, rotating top blades and propeller, side door opens to release enclosed space capsule. A big toy, realistically detailed and designed for countless hours of flying fun. Requires two D size cell batteries. Top blade spread approximately 17 inches. Overall size about 18 by 4 by 6 inches.
**27-R 3154** Batteries included **5.98**

2 to 4 **Set of three construction giants!** Includes Cement Mixer with rotating action, one-lever operation, size about 7½ by 3 by 4 ins.; Dump Truck with dumping action, two-lever control, size about 8 by 3½ by 3½ inches; Bulldozer with continuous lifting action, size about 7 by 4½ by 3¾ inches. All three vehicles battery operated, have simulated engine noise, backward and forward movement, sturdy Plastic bodies. Dump truck and cement mixer have 1½-inch rubber-tread wheels. Complete with one "D" size cell battery each. A set to thrill any little construction engineer.
**27-R 3241.** 3-piece set **6.98**
**27-R 3238.** Cement Mixer (2) **2.49**
**27-R 3239.** Dump Truck (3) **2.49**
**27-R 3240.** Bulldozer (4) **2.49**

5 **Your own Fleet of Trucks.** Imported 26-piece set includes fast freight open freight, gasoline truck, Greyhound bus, auto transport tractor, ambulance police car, taxi, helicopter, eight road signs, car with boat and trailer. Metal bodies, friction motors.
**27-R 3156.** ....26-piece set **7.98**

6 **Ford Dump Truck** . . over-cab-type dump body with tandem wheels. Elevating dump box operates on wind action. All-Steel construction; plastic windshield, plated front bumper. About 16 inches long. Cab and chassis finished in bright Red enamel; Blue enamelled body. Three simulated clearance lights on cab. Truck has six "heavy-duty" rubber-tired wheels—is friction operated.
**27-R 3101.** ..... **3.97**

7 **Mammoth Car Carrier**—moulded from rugged Polyethylene Plastic with four sleek plastic cars, each about 8½ inches long. Cab-over engine tilts forward revealing gearshift levers, cab interior and simulated motor . . large clear plastic windshield two "west coast" mirrors, headlights, wipers, saddle-gas-tanks and grills. Length about 46 inches including ramp. Eight large 4 by 1-inch wheels. Retractable trailer wheels lock into position.
**027-R 3523.** .. ..... ..... **7.88**

6

Ford
Dump Truck
**3.97**

7

Giant Auto
Transport
**7.88**



Use Your Credit at EATON'S — No Down Payment. *See pages 292, 293

AMERICA'S FINEST QUALITY-PRICE STEEL TOYS...FOR 55 YEARS

STRUCTO

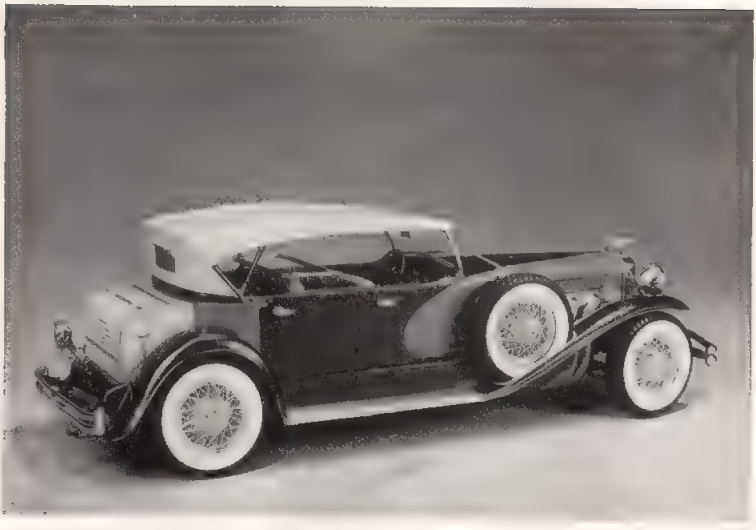
BUILT TO LAST A CHILD-TIME of PLAY

The toys that make dreams come true.

STRUCTO MANUFACTURING COMPANY

General Offices and Factory · Freeport, Illinois

New York Offices: Rooms 412-14-16, 200 Fifth Avenue



# New foot-long metal Duesenberg brings you big-scale profits

Display the built-up model of this 1/18" scale 1930 Duesenberg SJ and you're on your way toward making money.

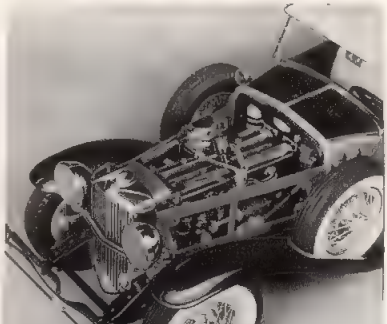
There isn't a hobbyist who will be able to resist the challenge of building this hyper-authentic metal kit. The car has 145 parts—34 in the motor alone, detailed running gear, flexible exhausts, worm and sector steering—the whole bit!

Want to test the impact this car will have on your customers? Best way is to see the built-up model.

Next step . . . order the built-up assortment—display the car—and be prepared to move merchandise.

Kit no. 864K is a real profit maker at $10.00 retail.

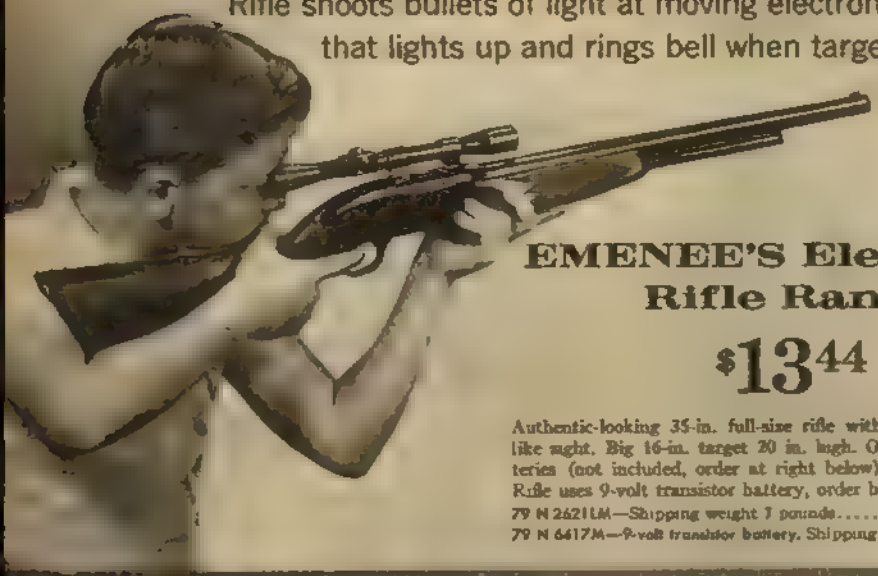
**No expense has been spared** to make the engine on the SJ Duesenberg fabulously accurate. Metal and plastic have been combined to give the model car builder a sturdy long-lasting replica. Note the detail, right down to the last nut and bolt. These photos in full-color are on the box to help you sell this classic kit. Display it in a prominent spot.



by Hubley

THE HUBLEY MFG. CO., SCALE MODEL DIV., LANCASTER, PA.

Rifle shoots bullets of light at moving electronic bull's eye that lights up and rings bell when target is hit



## EMENEE'S Electronic Rifle Range

**$13.44** without batteries

Authentic-looking 35-in. full-size rifle with adjustable telescopic-like sight. Big 16-in. target 20 in. high. Operates on 6 "D" batteries (not included, order at right below). Score cards included. Rifle uses 9-volt transistor battery, order below

79 N 2621LM—Shipping weight 7 pounds..... $13.44

79 N 6617M—9-volt transistor battery. Shipping wt. 4 oz. . . Each 45c

You can reduce opening of bull's eye for all degrees of skill

**$9.99** without batteries

## DICK TRACY Electronic Target Game

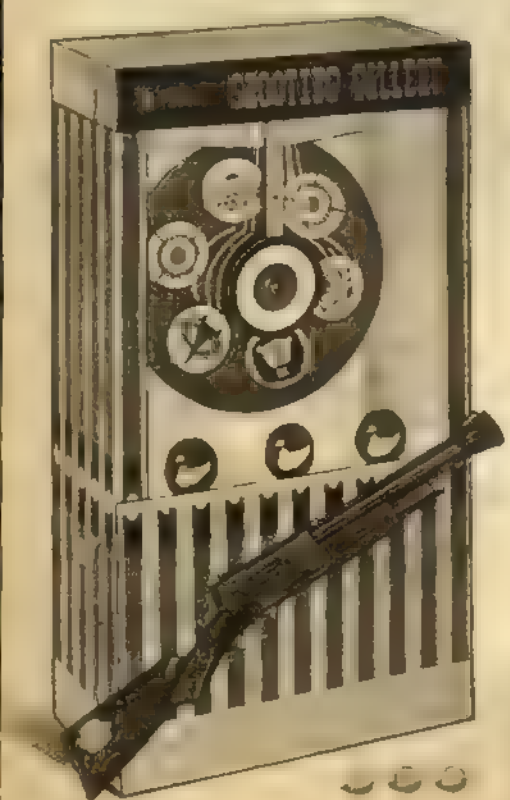
*Silent ray gun shoots burst of light at revolving target*

24-in. revolving cardboard target is 17 inches high and has colorful pictures of Dick Tracy TV villains, Flattop, Mumbles, The Mole, Bee-Bee Eyes, The Retouchables and many others. A hit in any of the 6 target sounds a buzzer and automatically advances score register. Has electronic photocell bulls-eye. Target revolves 6 to 10 times for each game. Speed is adjustable. Partly assembled. Operates on 4 "D" batteries (not included, order below).

79 N 2716C—Shipping weight 7 pounds.....$9.99

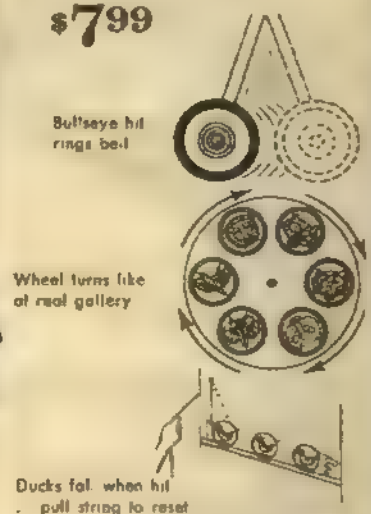
"D" Batteries for both games above

79 N 4660—Shipping weight 4 oz. Each 16c...4 for 60c



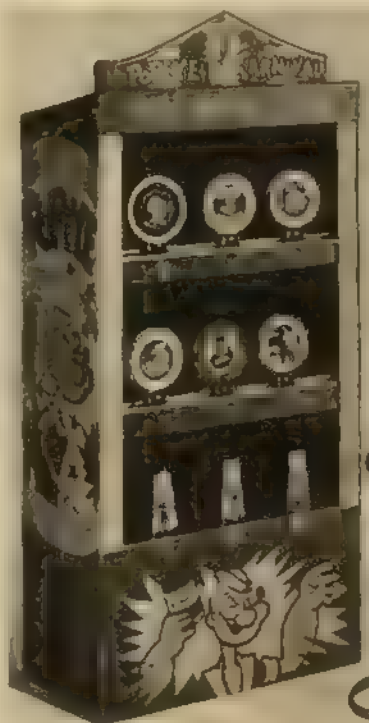
## Moving Target Shooting Game

**$7.99**




Plenty of action for the entire family. 25-inch pump-action rifle shoots 3 small plastic balls (incl.). 4½-ft. corrugated fiberboard gallery has 6-target revolving wheel powered by 4-minute clock spring motor; swinging, bell-ringing bullseye; 3 falling-duck targets. Wheel targets reset automatically when hit. Easy to assemble.

79 N 2751L—Shpg. wt. 13 lbs.....$7.99



## Three Exciting Games

Ball toss

Ring toss

Shooting range

**$5.49**

Own your own Popeye Carnival. Set up the big 26x14x59-inch high sturdy corrugated fiberboard booth. Be the best barker on the midway. Sell tickets to the 3 exciting games . . . hit 'em, hoop 'em and bang 'em. Award prizes to the lucky winners. Set includes plastic pistol with 3 darts, 4 balls, 4 plastic rings, discs and targets. Easy to assemble.

79 N 343C—Shipping weight 3 pounds.....$5.49

## Gun Set . . shoots plastic bullets

Shoots caps and plastic bullets at same time. Cylinder revolves with each shot. 10-inch blued-color die-cast metal gun. Single plastic holster, 8 plastic bullets included. Belt fits 22 to 30-inch waists.

49 N 2680—Shipping weight 1 pound 10 ounces . . Set $2.97

## "Bonanza" Cap-firing Set

Stand-out, fall-away style holster with "hip-sling" belt. California cowhide. Horse head conchs. 11½-in. die-cast metal break-barrel gun, bronze-color. Revolving cylinder fires single round caps. Belt fits 22 to 30-inch waists.

49 N 2646—Shipping weight 1 pound 14 ounces.....Set $2.97

## 50-shot Repeater Set with Spurs

Whip gun into play from right or left side . . *fire roll caps 50 times without a reload.* Cowhide holster has wrap-around sleeves for fastest draws. Western buckle, 3 play bullets in clip. 8½-inch Texas Ranger gun with break-barrel action, bronze-color die-cast metal. Authentic-look die-cast metal spurs. The belt fits 22 to 30-inch waists.

49 N 2643—Shipping weight 1 pound 4 ounces . . . Set $1.97

## Miniature Set

Roy Rogers Cowhide Double Holster Set. Sized for little buckaroos, two 6½-inch metal guns look like big brother's larger pistols. Repeating action fires single-shot caps. 16-21-in. waists.

49 N 2736—Wt. 14 oz. Set $1.79

NOTE: Caps not included with any cap-firing gun

## Texas Ranger Set

Pistol and Rifle Set with plastic spurs. 9-inch die-cast metal side-loader pistol, bronze-color and 27-inch saddle rifle with automatic flip action. Plastic holster. 2 tone belt, 6 plastic bullets. Both guns fire roll caps. Belt fits 22 to 30-inch waists.

79 N 2761C Wt. 2 lbs. Set $1.97

# Western Marshal's Outfit

## Rapid-fire Ring Rifle, Remington 6-shooter, tiny 50-shot Derringer

Be prepared for any type gun-play . . carry 3 guns! Flip up ring rifle for long-range duels. Fast-draw a Remington 6-shooter in street fights, shootouts, ambush. Or whip out tiny derringer if trapped. All 3 look like real shootin' irons. 32-inch steel barrel rifle with nickel-plated metal working parts. Western engraving on plastic stock and forepiece. Fires 250 caps in rolls. 11-inch die-cast metal pistol holsters, feels like a real Remington. Loads with 6 metal play bullets, fires caps. Revolving cylinder. Handsome top grain leather holster, laced to contour shape belt. Fits 22 to 30-inch waists. Flashy 4-inch chrome-plated metal derringer in leather holster. Fires 50 caps. White plastic grips with panther design.

79 N 2693C—Shipping weight 3 pounds Set $4.99

## Buffalo Hunter Set . . shoots plastic bullets

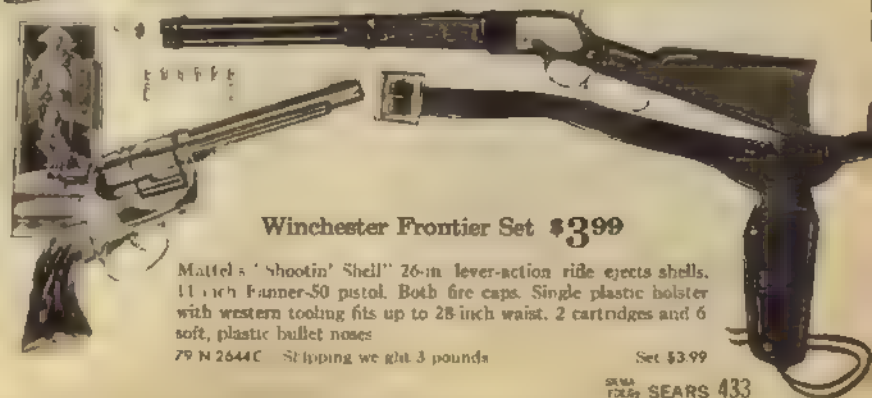
Mattel's lever-action 26-inch Winchester rifle ejects shells. 9-inch "Fanner" pistol. Both shoot caps or shells. Rawhide holster, belt scabbard and flexible knife. Belt fits 25 to 34-inch waists. 9 cartridges, 30 bullet noses included.

79 N 2681C—Shipping weight 3 pounds . . . . . Set $5.44

## 3-gun Ranger Set with Spurs $3.99

If bandits get a Texas Ranger's pistol, he reaches for hideaway derringer and gets his man. 34-inch 50-shot cap-shooting saddle rifle with automatic lever action; high impact plastic. 10-inch cap-shooting pistol of die-cast metal has break barrel. All look like "Old-West" equipment. Bronze-color metal derringer. Top-grain cowhide holster. Fits 20 to 30-in. waists.

79 N 2689C—Shipping weight 4 pounds Set $3.99




## Winchester Frontier Set $3.99

Mattel's "Shootin' Shell" 26-in. lever-action rifle ejects shells. 11-inch Fanner-50 pistol. Both fire caps. Single plastic holster with western tooling fits up to 28-inch waist. 2 cartridges and 6 soft, plastic bullet noses.

79 N 2644C—Shipping weight 3 pounds Set $3.99

IN THE

# TROJAN Sea Voyager LINE

THERE ARE 6 BEAUTIFUL MODELS TO CHOOSE FROM

*1963 Trojan 3700 Sea Voyager Express (36'0" x 12'0")*

The Trojan Sea Voyagers comprise a line of boats in which the term "compromise" is completely foreign. For example, their solid teak planked decks and cockpits . . . solid mahogany planked sides . . . double planked bottom over white oak frames . . . incorporate the finest in traditional sea-goin' construction. The rich colors and textures of cabin appointments, combined with the infinitely careful planning that goes into these cruisers, provide the absolute ultimate in live-aboard luxury and convenience.

Available in six basic models, from 29 to 36 feet in length, with a variety of cabin arrangements to sleep from 4 to 8 adults, they offer full 6'2" headroom or more throughout their cabins.

***Be sure to see the Sea Voyager Line as well as the Sea Breeze and Sea Skiff Lines at your local Trojan dealer's. Meanwhile, write for complete new literature which completely illustrates and describes all three of Trojan's new lines for 1963.***

## TROJAN BOAT COMPANY LANCASTER 10, PENNSYLVANIA

*Intriguing!*

## *Hitch your wagon to the one and only Original*

Year-around sales and profits — you enjoy both with this often-imitated, never-duplicated game of games! Beautifully designed, sturdily mounted. Clean, handsome legends that stay fresh through the years. A smartly boxed unit that KEEPS its powerful appeal to old and young!

ORDER DIRECT OR FROM YOUR WHOLESALER

**WILLIAM FULD**
**P.O. Box 1193, Baltimore 3, Md.**

**OUIJA**

## NEW ATTACHMENTS

**Coming Up for the T-401 TRU-SCALE TRACTOR**

**$1.98**

**CARTER TRU-SCALE MACHINE CO.** ROCKFORD ILLINOIS

No 741X.F. — 19" Drink and Wet, Newborn, Pixie Hair, Flock Nylon Dress.

## NATURAL DOLLS

***Featuring***

4 Sizes in TALKING AND WALKING DOLLS — 19", 24", 30" and 36" NEW TWISTING BABY With Full Movements and Music • 1962 "MISS ANNIVERSARY" DOLL

*All in Addition to Our Regular Line of*

BABY DOLLS — VINYLITE
RIGID DOLLS — ROOTED COMBABLE WIGS

**NATURAL DOLL CO., INC.**
134 Spring Street New York 12, N. Y.
Showroom
Room 319—200 5th Ave., New York 10

## ARLINGTON HAT PROFIT RODEO!

- T.V. WESTERN HATS
- "TRULY" WESTERN HATS
- PLAYTIME HATS

NATIONALLY ADVERTISED

**ARLINGTON HAT CO., INC.**
900 Broadway (at 20th St.) New York 3, N. Y.

## • BLOCK CITY - PRE - SCHOOL INTERLOCKING BUILDING BLOCKS

- IRISH MAIL
- BAT 'EM CATCH 'EM
- PITCH-N-FIELD

**PLASTIC BLOCK CITY**
**1017 W. Washington St. • Chicago, Ill.**

## DON'T KID ME...

you've never seen anything as life-like as "Glamour" Eyes," the revolutionary new doll's eyes with the look of the expensive ones. (Some of them even flirt!)

Only from **Margon** CORP

140 Thomas Street, Newark, N. J
Direct N. Y. Phone: WHitehall 3-2757
68 Broadview Avenue, Toronto, Canada. Phone 465-7414

## DICE DOMINOES Plastic Games and Novelties

A complete line, modernly merchandised in compact sales compelling packages and on gang cards.

*Write For Free Catalog*

**Cristoloid** *plastics inc.*

55 Porter St., Providence 5, R. I.

**Successors to THE SILVERLOID and IDEAL DICE COMPANIES**

**B U Y** *the Finest*

*and you BUY*

***HAWK!***

Model Airplanes, Automobiles and Insects & Boats

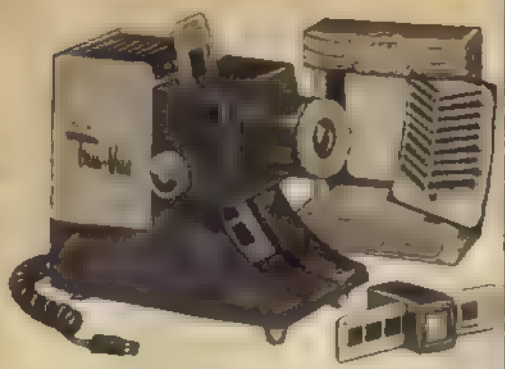
COMMENDED BY PARENTS MAGAZINE

Nationally Advertised

*Send for Catalog*

**MODEL CO.**
4600 N Olcott Ave.
Chicago 31, Ill.

**h a w k**



## Tru-Vue® Electric Theater with 20 favorite Disney Film Strips

**$7.99**

Show 140 color pictures. Insert 7-scene story strip in high-impact plastic projector . . has 30-watt bulb. Focus knurled lens, turn knob to advance film. 5-ft. cord. UL approved, 110-120-v, 60-c AC. 10x10-in. screen on 3-D stage with playbill board plus "drive in" screen at rear. Separate plastic slide-viewer for pre-viewing shows.

49 N 5093—Shipping wt. 3 lbs. 8 oz..... $7.99

**$2.99**

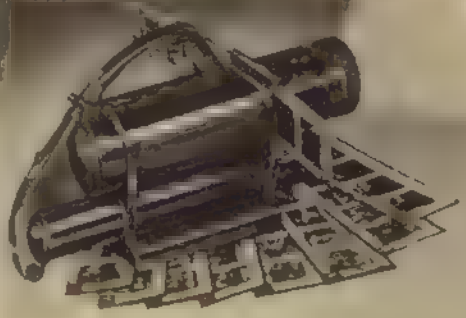
## Tru-Vue® Safari Picture Gun

Start with 8-scene adventureland tour, then aim at an animal in one of the 10 dual-action, big-game pictures, pull trigger, see him "bite the dust" as film is advanced by trigger action. View all 28 exciting full color scenes through telescopic picture sight. 15-in. Picture gun of break-resistant styrene.

49 N 5147—Shipping weight 1 pound..... $2.99

## Show for TONIGHT

- Huckleberry Hound
- Quick Draw McDraw
- Yogi Bear
- The Flintstones



## Battery-operated Projector with cartoon film strips

**$4.44 to $6.99** without batteries

Focus 10x6-in. high plastic projector on wall or ceiling . . snap switch, pull a strip of 7 color slides through. Enlarges any 35mm slide to 5x5 ft. Uses 3 "D" batteries (not included, order below).

**Projector, 112 color slides.** 16 shows including Huck, Yogi, Quick Draw, Flintstones, others.
49 N 5007—Shipping weight 1 pound 14 oz.....$4.44
49 N 4660—"D" battery. Wt. 4 oz. Ea. 16c, 4 for 60c

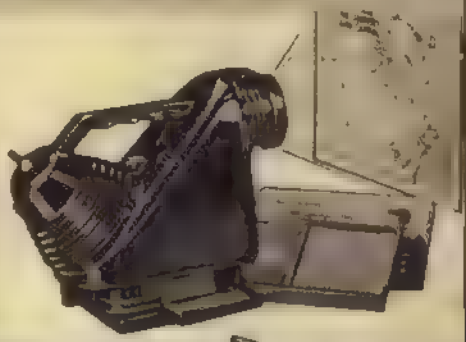
**Larger Set: projector, 224 slides.** 32 shows, 21 clear draw-and-wipe-off slides, 3 color pencils.
79 N 5002C—Shipping weight 3 pounds..... $6.99
79 N 4660—"D" battery. Wt. 4 oz. Ea. 16c; 4 for 60c

## Portable Magnajector enlarges maps, snapshots to 4 feet wide

**$7.88**

No need for film, slides or negatives. Projects photos, comics, charts, pictures in color or black and white. Just place them under 12x5x8-in. plastic projector or into sliding tray. Uses 60-w bulb (not incl.), has adjustable twin lenses, on-off turn switch. UL listed, 110-120-v, 60-c AC. 32x36-in. screen. 3x3¼ in. "Your World," "Your U.S.A." projection cards, instructions, cord in carry case.

49 N 5020—Shipping weight 3 pounds 6 ounces..... $7.88



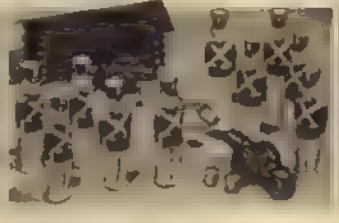
## Be a "disc jockey" Transmit voice 10 feet with Junior Broadcasting Set

**$8.66** without batteries

Broadcast your own talent show . . discover the thrill of being a sports announcer or disc jockey with the electronic microphone and transistorized loud speaker. Transmits amplifies by means of 4 "C" batteries (order below). Adjust the aluminum stand from 10 in. to 39 in. for use on floor or table. Plastic mike amplifier. 10-foot cord.

49 N 5142—Shipping weight 1 lb. 12 oz. $8.66

"C" Batteries. Shipping weight 2 ounces.
49 N 4665 Each 16c 4 for 60c



## Hocus Pocus Magic Set

**$3.99**

Everything you need to stage a complete magic show. Magic wand, phantom cards, shell trick, multiplying coins, many others. Book of 101 tricks shows you how to use 19 items in set to mystify your audience.

49 N 5097—Wt. 1 lb. 12 oz. $3.99

## Battle of Bunker Hill

**$4.33**

Build log cabins, forts . . stage famous battle with shooting cannons. 63-piece battle set with ten 8-in. soldiers, 2 cannons shoot 6 "pop" corks up to 20 ft. 42 plastic logs, asst'd sizes, 2 roof supports; 1 roof.

79 N 5161L—Shpg. wt. 3 lbs. $4.33

## 5½-in. Twistables

**94c** each

Bend 'em into many comical positions, hang anywhere. Durable plastic with flexible wired arms, legs. Cotton cloth outfits.

49 N 6150—Jiminy Cricket
49 N 6151—Pinocchio
49 N 6149—Mickey Mouse
Shipping wt. 4 oz. . . . Each 94c

## REMCO Showboat

**$7.77**

Set up scenery, raise curtain, on with the show. 24½-in. Showboat of pink styrene, black trim; has 11¾-in. scaled stage for giving real shows. 16-page script for Heidi, Cinderella, Wizard of Oz, Pinocchio; each with scenery illustrations, stage directions, sets for 2 acts. 2 to 4-inch high cardboard characters on plastic bases may be maneuvered by hand around stage or on floor.

79 N 1422C—Shipping wt. 6 lbs. $7.77

# Picture Radios you hang on the wall

**Only 2 inches thick . . 3-transistor radio built into frame . . speaker behind linen print**

You'll use this completely "portable" radio in any room. Beautiful 8x10-in. linen print of famous painting in full color is set in 1¾-in. genuine oak frame with white and gold-color finish. Station dial, on-off and volume control at side of frame. Gives excellent local reception. Built-in antenna. Use six "C" batteries (order below).

Your Choice **$14.99** without batteries

1 49 N 6390 Ballerina. Shipping weight 3 lbs. 8 oz. $14.99
2 49 N 6391—Western. Shipping weight 3 lbs. 8 oz. . . . 14.99
49 N 4665—"C" Batteries. Shpg. wt. 2 oz. . . Each 16¢; 4 for 60¢

## Add Picture-speaker to your transistor radio

**$7.98** each

Hang picture on wall. Connect 15-ft. extension cord and plug to any transistor radio that has standard earphone jack. Listen to rich, deep tones—amplified by hidden 8-ohm speaker and cabinet. 8x10-in. linen prints in 1¾-in. oak frame, white and gold-color finish. Ballerina, Western Scene are shown above. Shpg. wt. each 2 lbs. 8 oz.

49 N 6392—Disney Scene . $7.98
49 N 6393—Ballerina . . . . . 7.98
49 N 6394—Western Scene 7.98

## Three-transistor "Earphone" Radio

**Fits in your pocket . . just 4½x3x1 inch deep**

**$4.98** without battery

Crystal earphone lets you enjoy local programs clearly . . without disturbing others. Built-in antenna and leather carrying case. Volume control, tuner, 24-in. cord. Cannot be used with Picture-speakers above. Order 9-volt battery below.

49 N 2326M—Shipping wt. 9 oz. . . . . $4.98

**9-volt Transistor Battery** for above.
49 N 6417M—Shipping wt. 4 oz. . Each 45c

## Listen privately by earphone . . or switch to speaker

**Powerful 3-transistor Radio has a built-in antenna** **$7.88** without battery

Brings in local stations with amazing fidelity and tonal quality . . yet fits in the palm of your hand. Smartly styled case molded of high-impact plastic. Easy-to-read station selector dial simplifies tuning. Volume control lets you adjust best level for listening. Sensitive built-in antenna makes aerial unnecessary. Printed circuit. Completely portable . . pocket sizes 4⅛x2¼x1¼ inches. With magnetic plug-in earphone, 30-in. cord. Order 9-v. battery below.

49 N 2302M—Shipping weight 11 ounces . . . . . $7.88
49 N 6417M—9-volt Transistor Battery. Shpg. wt. 4 oz. . . . . 45c

## REMCO'S Caravelle Radio and Transmitter **$19.88** without battery

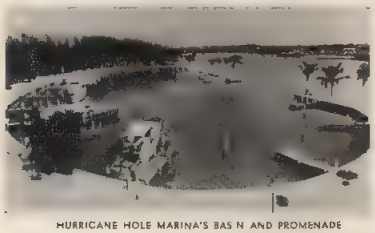
Broadcast your own voice, send code messages to any radio in your home from this modern, "communications central." You can even receive local radio programs . . . all without wires. Built in "monitor" speaker lets you hear your voice as you talk.

This exciting transistorized set has transmitter, 8¾-inch stand-up microphone, oscillator key to send wireless code, 3½ foot telescoping antenna, loud speaker and Morse Code booklet. Light blue, molded-plastic console case 22½x10x4 inches deep. Requires one 9-volt transistor battery, order, below. No license needed.

79 N 6389CM—Shipping weight 8 pounds . . . . . $19.88
79 N 6417M—9-volt Transistor Battery. Shpg. wt. 4 oz. . . 45c

### HURRICANE HOLE MARINA, NASSAU

Hurricane Hole Marina, Paradise Island, Nassau, Bahamas, has a 9′ depth and is modernized for docking and protected anchorage for 40 craft. Water, ice, electricity and showers are available. Nearby are Paradise Town docks with round-the-clock ferry service to Nassau, just across the harbor. For advance reservations, contact the dockmaster.



HURRICANE HOLE MARINA'S BAS N AND PROMENADE

### SAYBROOK MARINE SERVICE

Harold M. Jones of the Saybrook Marine Service, Inc Ferry Road, Old Saybrook, Conn. has been joined by two new partners: Stuart C. Woodman and Lewis A. Wadlow. Mr. Jones, an experienced New England yard superintendent, recently completed building the yawl Windoon II at the Saybrook yard. Mr. Wadlow holds the rank of commander in the USCG Reserve.

### MIAMI-NANTUCKET CONSOLAN CHART

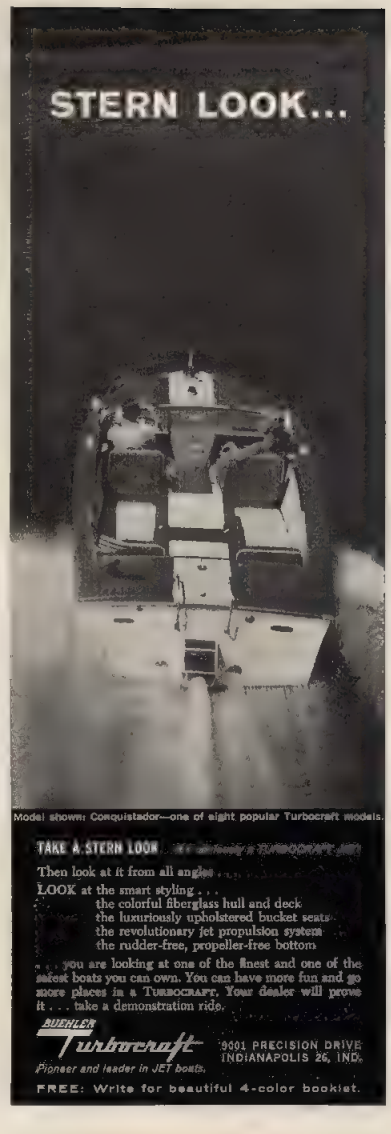
A new Consolan navigation chart ($7) with signal bearings corrected for great circle readings for both Miami and Nantucket Consolan stations has been issued by the U.S. Consolan Service, 52 Hoyt St., Stamford, Conn. It helps provide a quick, accurate fix for boats between Cape Hatteras and Cape Sable, Nova Scotia, including Bermuda. Consolan, one of the most reliable radio aids to navigation, gives accurate bearings on the signalling point in all weather to boats anywhere within a 1400-mile radius through a non-direction finding radio 24 hours a day. The only equipment required aboard is a radio receiver that picks up 190 kc and 194 kc and which has a BFO (beat frequency oscillator—standard on most marine sets).

### TRAVELING PIER

A portable pier of heavy-gauge aluminum, aptly named Porta-Pier, is manufactured by F. J. Yaussi Industries, Route 3, Box 464-F, Fort Collins, Colo. Its slip-proof deck is 9′ long by 30″ wide and supported on two telescoping legs which adjust from 32″ to 50″. A support pan keeps the legs from sinking into muddy or sandy bottoms and two stakes anchor the unit to shore. Porta-Pier folds into a 30″ x 43″ x 10″ package that fits into a boat or the trunk of a car and weighs app. 50 pounds. It can be unfolded in two minutes.

### FIBERGLASS BOAT SHELTER

A new pre-molded fiberglass boat shelter with a quonset-hut shape is made by Ultralux Plastic Industries Ltd., 898 River Drive, Richmond, Vancouver, Canada. Curved panels 140″ x 26″ come in all colors, opaque or translucent, and can be set up in two foot lengths or less. Fiberglass support angles are available. Shipping weight of a 20′ shelter is 300 pounds; assembly time is one day. Standard unit is 12′ 9″ wide; custom units made to order.



STERN LOOK...
Model shown: Conquistador—one of eight popular Turbocraft models.
TAKE A STERN LOOK
Then look at it from all angles
LOOK at the smart styling . . .
the colorful fiberglass hull and deck
the luxuriously upholstered bucket seats
the revolutionary jet propulsion system
the rudder-free, propeller-free bottom
. . . you are looking at one of the finest and one of the safest boats you can own. You can have more fun and go more places in a TURBOCRAFT. Your dealer will prove it . . . take a demonstration ride.
BUEHLER
Turbocraft
Pioneer and leader in JET boats.
9001 PRECISION DRIVE
INDIANAPOLIS 26, IND.
FREE: Write for beautiful 4-color booklet.

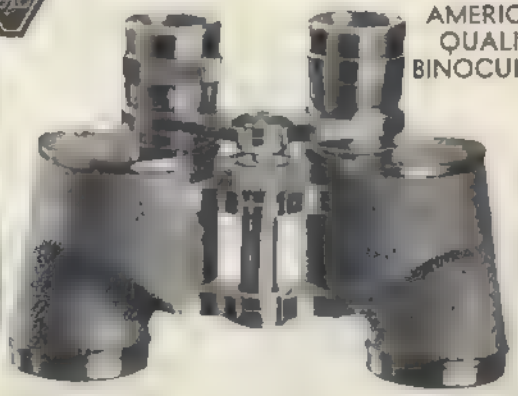
# BAUSCH & LOMB

AMERICAN QUALITY BINOCULARS

● 7X50 IF

**Bausch & Lomb Binocular**

2377V23333—The ultimate in a precise American made seven power binocular. This model was designed expressly for [illegible] when the additional light gathering properties of [illegible] Deluxe [illegible] Retail $214.50



**Bausch & Lomb Zephyr-Lite Binoculars**

● 8X30 ● 6X30

These excellent American made [illegible] are precision-built, high quality, [illegible] Will afford a lifetime of superb optical [illegible] case and straps.

| Cat. No. | Size | Field of View | Retail |
|---|---|---|---|
| [illegible] | 8X30CF | 41° | $224.50 |
| [illegible] | 6X30CF | 41° | 199.50 |

**Bausch & Lomb Zephyr-Lite Binoculars**

● 7X35 ● 9X35

These American made precision-built, highest quality prism [illegible] the ultimate in a viewing [illegible] Complete with [illegible] case and straps.

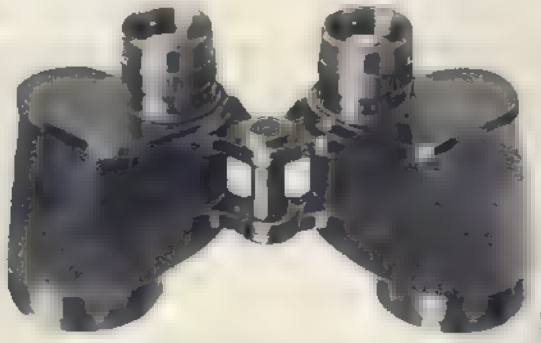
| Cat. No. | Size | Field of View | Retail |
|---|---|---|---|
| 2375V[illegible] | 7X35CF | 382' | $199.50 |
| 2376V[illegible] | 9X35CF | 282' | 224.50 |

CARL ZEISS

# ZEISS BINOCULARS—Quality German Glasses

**"Carl Zeiss Binoculars can only be obtained with your firm's purchase order, or letter order, signed by a responsible official and its use restricted to a bona-fide business purpose, such as a business gift incentive or contest prize. They are not available for any personal purchase whatsoever**

**These supreme quality Carl Zeiss binoculars are precision made in West Germany. These viewing instruments are designed and built to offer a lifetime of reliable outstanding service.**



**Zeiss 10X50 and 15X60 CF Binoculars**

These [illegible] are ideal [illegible] are difficult to [illegible] magnifications powers create [illegible] images. Their [illegible] marginal sharpness is made possible [illegible] pair of 6-lens oculars. Complete with leather carrying case and straps. Made in West Germany.

| Cat. No. | Size | Field of View | Retail |
|---|---|---|---|
| 2[illegible]V23120 | 10X50CF | 390' | $289.00 |
| 2[illegible]V23120 | 15X60CF | 240' | 339.00 |

● 7X50B-IF
● 8X50B-CF

**New Zeiss Binocular for Eyeglass Wearers**

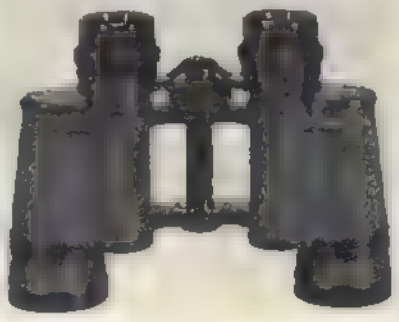
[illegible] are available in the traditional marine 7X50IF model and the popular outdoor 8X50CF model. Complete with leather case and straps. Made in West Germany.

| Cat. No. | Size | Field of View | Retail |
|---|---|---|---|
| 3155V16720 | 7X50B-IF | 390 ft. | $295.00 |
| 3156V20730 | 8X50B-CF | 390 ft. | 339.00 |

**Zeiss 6X30, 8X30 and 8X30B CF Binoculars**

These [illegible] are [illegible] popular type for [illegible] Complete with [illegible] case and straps. Made in West Germany.

| Cat. No. | Size | Field of View | Retail |
|---|---|---|---|
| 2772V11320 | 8X30CF | 460 ft. | $169.00 |
| 2850V11920 | 6X 0CF | 450 ft. | 140.00 |
| 2737V14320 | 8X30B-CF | 390 ft. | 179.00 |



*Hertel & Reuss—*

Hertel & Reuss has been recognized the world over as one of the leading designers and builders of quality precision instruments. The excellent performance of these binoculars is the result of highly correct optical system combined with the use of only the finest of optical lens crystal glass. All binoculars equipped with carrying case and straps. **Made in Germany**

● 7X50 ● 10X50 ● 15X60

A fine selection of higher power center focus binoculars. These superb [illegible] viewing instruments will render exceptional performance.

| Cat. No. | Size | Field of View | Retail |
|---|---|---|---|
| 2016V7553 | 7X50 | 390' | $110.00 |
| 2011V8000 | 10X50 | 384' | 120.00 |
| 2018V10006 | 15X60 | 257' | 150.00 |

● 8X30WA ● 8X40WA

The proven optical design of these popular size [illegible] binoculars [illegible] combined with precision [illegible] are perfect for [illegible] in an open [illegible]

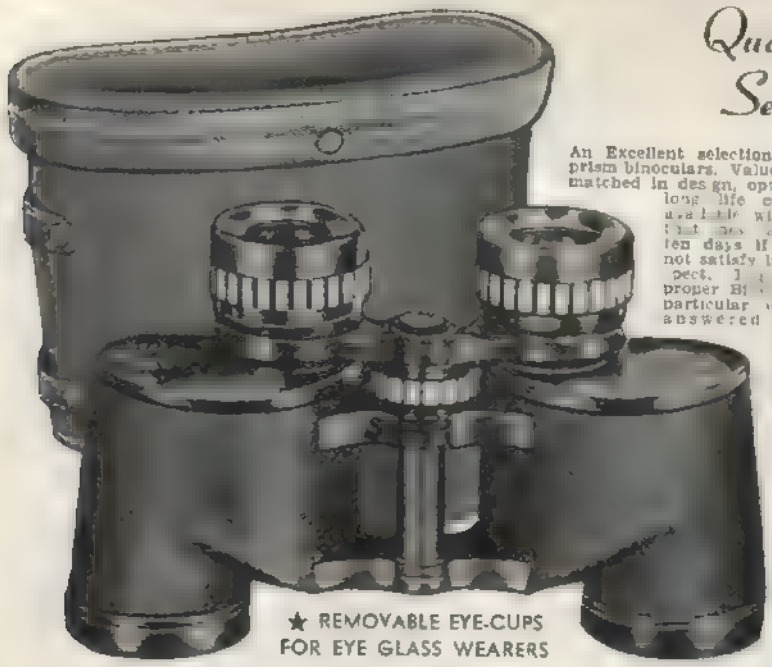
| Cat. No. | Size | Field of View | Retail |
|---|---|---|---|
| 2059V6080 | 8X30WA | 450' | $ 90.00 |
| 2021V8033 | 8X40WA | 402' | 115.00 |

● 7X35

3138V5006—An extremely fine lightweight binocular with a magnesium body of superb construction. This binocular is an excellent general [illegible] glass. All [illegible] are precision ground [illegible] and [illegible] of maximum light [illegible] Central [illegible] and [illegible] right eye adjustment [illegible] to give sharp, distinct [illegible] Wide field of view of 382' at 1000 yds. Only 18 oz. Truly compact and portable. Complete with case and straps. Retail $80.00

**Binoculars Are Subject to 10% Federal Excise Tax**

# *Quality Binoculars—Specially Selected by Bennett Brothers*




An Excellent selection of quality imported prism binoculars. Values we believe to be unmatched in design, optical performance and long life construction. All are available with the understanding that you may return them within ten days if the instrument does not satisfy in every respect. If you have a proper Binocular for a particular use which we have not answered by [illegible] regarding the correct power and design

## LIGHTWEIGHT MAGNESIUM BODY AMERICAN STYLE BINOCULARS

### • 7x35 WIDE ANGLE

2612V3135—This 7x35 wide angle, center focus binocular offers the most desired [illegible] Supplied with an extra pair of [illegible] for eyeglass wearers, it provides full field viewing and full magnification while wearing glasses. Extra lightweight magnesium construction [illegible] in the American style leather covered case. Wide angle (11 degree) optical system gives 578' field at 1000 yards. Smooth central focusing plus individual right eye adjustment. Fully coated [illegible] for maximum light transmission, provides sharply defined images. Truly at home, binocular for all purposes sporting events, touring, racing, etc. Complete with [illegible] carrying case and straps.

**Retail Less Than $52.50**

### • 7x50 W.A. 10x50 • 16x50

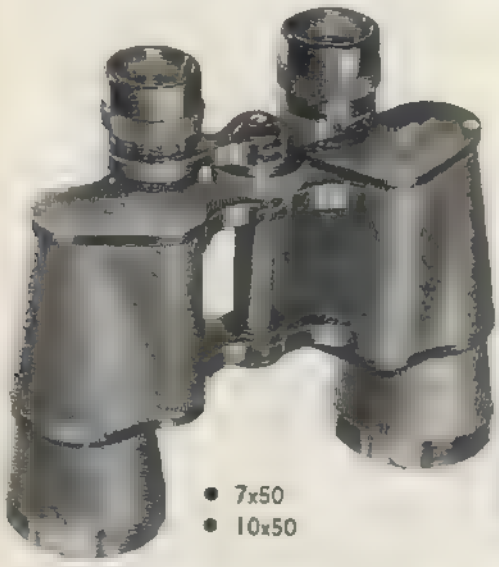
2987V1335—The 7X50 wide angle center focus binocular is a superb glass for [illegible] use. The wide field also makes it ideal for [illegible] viewing. The binocular is of lightweight magnesium construction of the American style. It features central focusing plus individual right eye adjustment to compensate for any difference in vision of the wearer's eyes. The wide angle (11 degrees) provides a field of view of 578' at 1000 yards. Leather case and straps.

**Retail Less Than $72.50**

These 10X50 and 16X50 high power binoculars are suited for long range terrestrial astronomical and marine viewing. Constructed of light weight magnesium in the American style. Shipped with a grained case and straps.

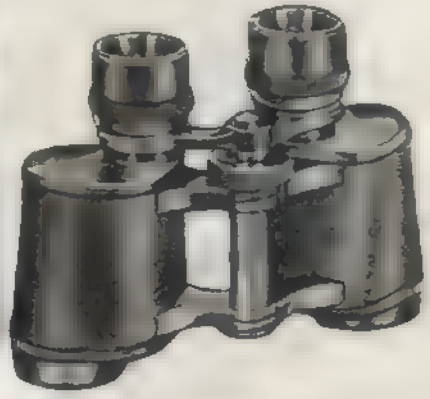
| | Field of View | Retail Less Than |
|---|---|---|
| 2988V3308—10X50 Center Focus. | 314' | $85.00 |
| 2989V3208—16X50 Center Focus. | 210' | 562.00 |

**All Binoculars Shown On This Page Are Precision Made In Japan**



• 7x50
• 10x50

• 7x50 I.F.



• 6x30 • 8x30
• 6x30 I.F.

## GERMAN STYLE BINOCULARS

[illegible] central focusing plus individual right eye adjustment to compensate for any difference in [illegible] Both models have coated [illegible] lens transmission, reducing reflection and affording greater brilliance of the objects being viewed. The binoculars are shipped in [illegible] cases with [illegible] and straps. The 7X50 size is ideal for navigation, yacht, dusk to dawn use as well as for general purpose. Field of view is 372'. The 10X50 size is recommended for long range and distance viewing. The field of view is 280'.

| Cat No. | Size | Retail Less Than |
|---|---|---|
| 1659V2160 | 7X50 | $36.25 |
| 1648V2550 | 10X50 | 42.75 |

## GERMAN STYLE BINOCULAR

1807V1985—7X50 Individual Focus Binoculars. This [illegible] binoculars are especially popular for marine use. The [illegible] provide greater light gathering properties making the glass ideal for dusk to dawn use, and early morning hours viewing. The coated optics [illegible] reflection, thus giving added brilliance to the objects being viewed. Precise individual focusing. The binocular has a fine field of view of 372' at 1000 yards. Complete with [illegible] case and straps. At [illegible]

**Retail Less Than $34.25**

## GERMAN STYLE BINOCULARS

These [illegible] binoculars are precision [illegible] The glasses are [illegible] to the [illegible] of plastic and give high performance. The sizes are ideally suited for all purpose use: hunting, travel, bird watching, nature study, etc. These fine quality binoculars all boast coated optics for increased light [illegible] All [illegible] of high quality materials, and are made to exacting optical formulas. [illegible] below are [illegible] with IF (Center Focus) and CF (Center Focus) adjustment. Each binocular is supplied with rugged pigskin case and straps.

| Cat No. | Size | Field of View | Retail Less Than |
|---|---|---|---|
| 2990V1737 | 6X30 CF | 393' | $29.00 |
| 2991V1590 | 6X30 IF | 393' | 26.75 |
| 2993V1797 | 8X30 CF | 393' | 30.00 |



**All Binoculars Are Subject To The 10% Federal Excise Tax**

PRIZER-WARE

# dutch tulip

| | Retail |
|---|---|
| 9380H450—8" Skillet with Prizerwood Handle | $ 6.75 |
| 9381H617—11" Skillet with Prizerwood Handle | 9.25 |
| 9382H533—11" Divan Dish | 8.00 |
| 9383H350—11" Cover (fits 11" Skillet and Divan Dish) | 5.25 |
| 9384H435—1 Qt. Lipped Saucepan with Prizerwood Handle | 6.50 |
| 9385H500—2 Qt. Lipped Saucepan with Prizerwood Handle | 7.50 |
| 9386H667—2 Qt. Round Casserole with Cover | 10.00 |
| 9387H183—Cover for 1 Qt. Lipped Saucepan | 2.75 |
| 9388H217—Cover for 2 Qt. Lipped Saucepan | 3.25 |
| 9389H1130—6 Qt. Round Dutch Oven with Cover | 16.95 |
| 9390H197—Trivet (fits all cookware) | 2.95 |

PRIZER-WARE made in U.S.A.

## FROM FREEZER . . . TO RANGE . . . TO TABLE

The lasting beauty of easy-to-clean porcelain . . . plus all the desirable qualities of cast iron . . . even heat for good old-fashioned cooking flavor!

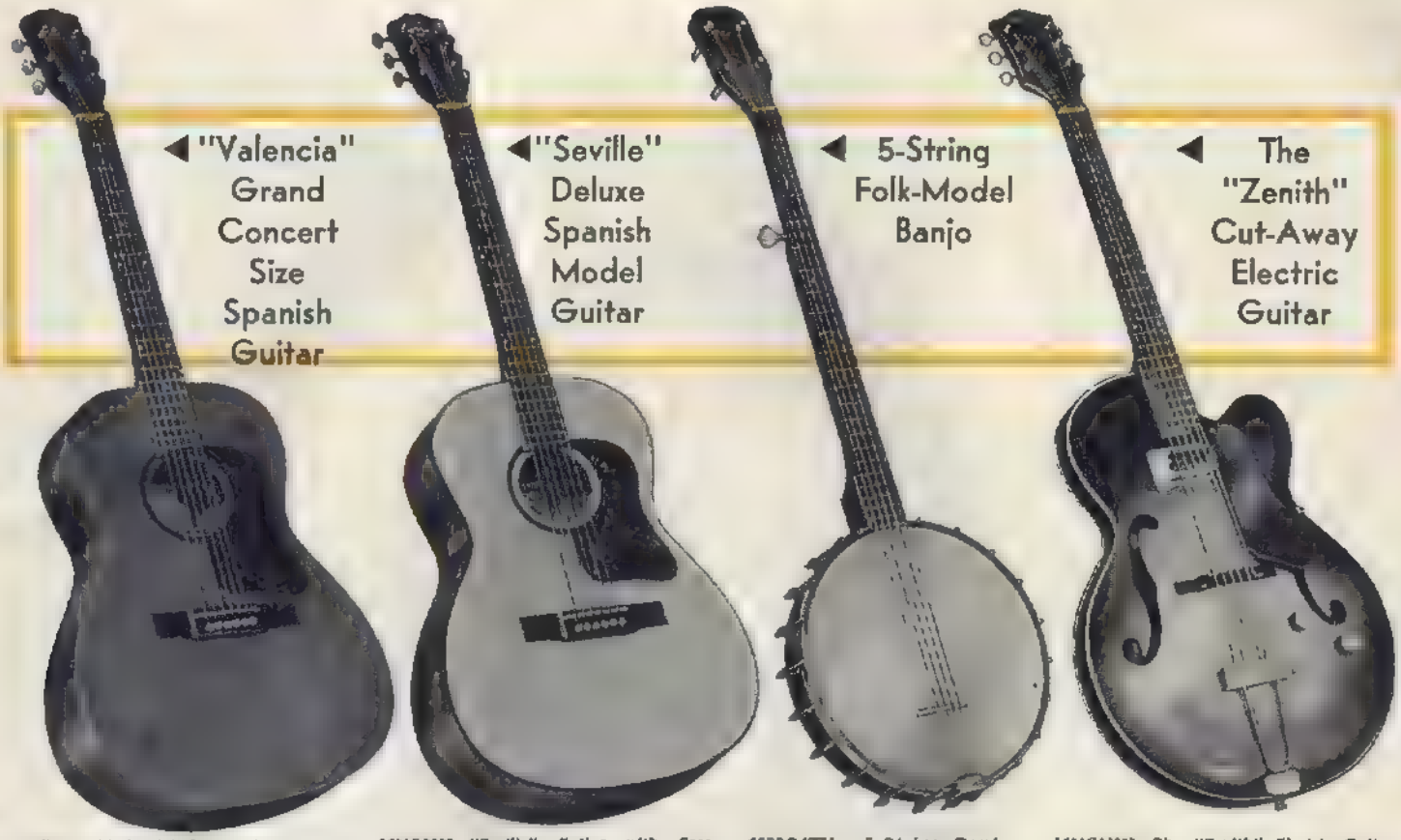
REPLACEMENT OR REFUND OF MONEY — Guaranteed by Good Housekeeping — IF NOT AS ADVERTISED THEREIN

## Porcelain Cast-Iron Cookware

### PRIZER-WARE TURQUOISE

| | Retail |
|---|---|
| 9190H367—8" Skillet with Prizerwood Handle | $ 5.50 |
| 9191H500—11" Skillet with Prizerwood Handle | 7.50 |
| 9192H417—11" Divan Dish | 6.25 |
| 9193H283—11" Cover (fits 11" Skillet and Divan Dish) | 4.25 |
| 9194H263—1 Qt. Saucepan | 3.95 |
| 9195H330—2 Qt. Saucepan | 4.95 |
| 9197H187—Cover (fits 1 or 2 Qt. Saucepans) | 2.60 |
| 9196H530—2 Qt. Round Casserole with Cover | 7.95 |
| 9199H863—6 Qt. Round Dutch Oven with Cover | 12.95 |
| 9200H183—Trivet (fits all cookware) | 2.75 |

### PRIZER-WARE RED PEPPER

| | Retail |
|---|---|
| 9391H450—8" Skillet with Prizerwood Handle | $ 6.75 |
| 9392H617—11" Skillet with Prizerwood Handle | 9.25 |
| 9393H533—11" Divan Dish | 8.00 |
| 9394H350—11" Cover (fits 11" Skillet and Divan Dish) | 5.25 |
| 9395H435—1 Qt. Lipped Saucepan with Prizerwood Handle | 6.50 |
| 9396H500—2 Qt. Lipped Saucepan with Prizerwood Handle | 7.50 |
| 9398H667—2 Qt. Round Casserole with Cover | 10.00 |
| 9397H183—Cover for 1 Qt. Lipped Saucepan | 2.75 |
| 9398H217—Cover for 2 Qt. Lipped Saucepan | 3.25 |
| 9400H1130—6 Qt. Round Dutch Oven with Cover | 16.95 |
| 9401H197—Trivet (fits all cookware) | 2.95 |

◀ "Valencia" Grand Concert Size Spanish Guitar

◀ "Seville" Deluxe Spanish Model Guitar

◀ 5-String Folk-Model Banjo

◀ The "Zenith" Cut-Away Electric Guitar

**1650G7505—"Valencia" Guitar with Case.** Natural Mahogany body of finest seasoned Honduras Brazilian Rosewood fingerboard with Pearl positioned dots, gold White side dots. Steel bar in neck. Hand finished Nickel-Silver frets. Black and White inlay around sound hole. Single unit tuning machines. Ivoroid buttons. Steel strings. Satin finish in Natural Mahogany. Plastic pick guard. Ship. wt. approx. 18 lbs. **Sugg. Retail $153.00**

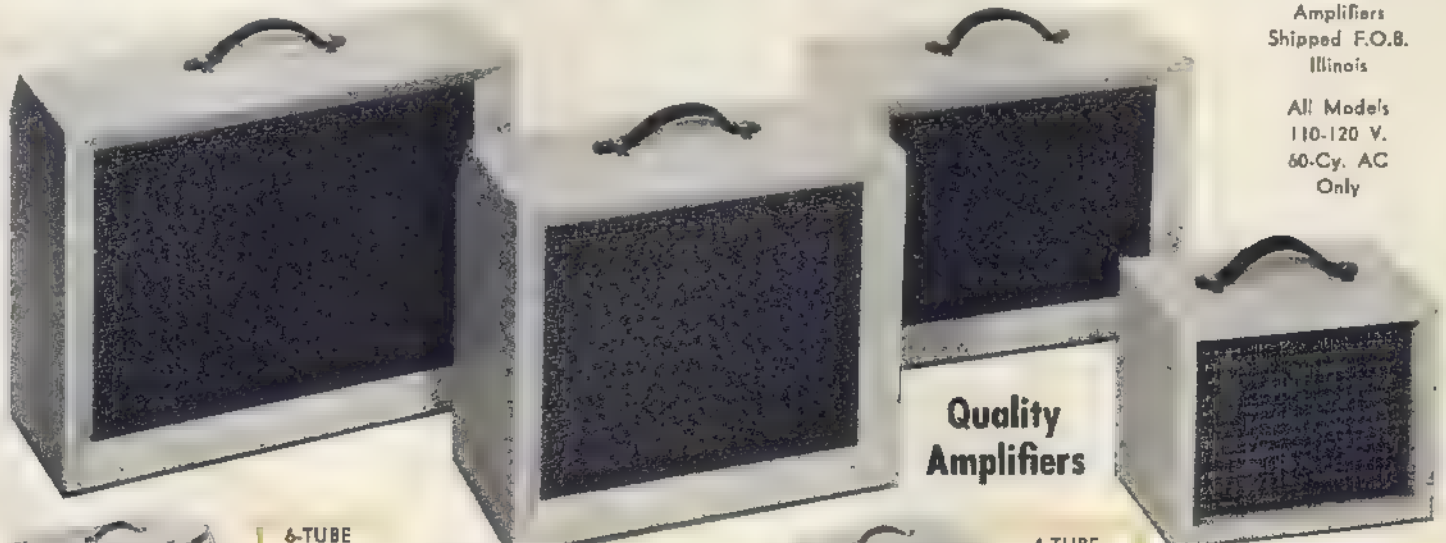
**1651G9092—"Seville" Guitar with Case.** Grand concert size. Imported select Bavarian spruce top. Black and White inlay around sound hole. Body edges Black shell bound. Mahogany back and sides. Neck of Peruvian Mahogany reinforced with steel bar. Rosewood fingerboard and bridge. White Pearl position and side dots. Nickel Silver frets. Nickel plated open sliding machines. Steel strings. Satin finish. Plastic pick guard. Ship. wt. approx. 18 lbs. **Sugg. Retail $183.00**

**1652G4771—5-String Banjo w/case.** Laminated Maple rim and neck. Chrome plated metal parts. Twenty brackets. Pearl button pegs, plastic head. Ship. wt. approx. 12 lbs. **Sugg. Retail $89.50**

**1654G14031—The "Zenith" Electric Guitar w/Case.** Thin hollow cut-away body guitar with slim easy playing neck. Ivory celluloid bound edges. Inlaid position markers. Neck has adjustable rod. Super-sensitive pick-up with individual magnets for each string. Tone and volume control. Individual patented heads. Heavy bar tailpiece adjustable bridge. Ship. wt. approx. 19 lbs. **Sugg. Retail $214.50**

Amplifiers Shipped F.O.B. Illinois

All Models 110-120 V. 60-Cy. AC Only



## Quality Amplifiers

6-TUBE 14 WATT AMPLIFIER 12" JENSEN SPEAKER

### Deluxe Six-Tube Amplifier

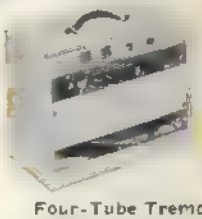
**3019MF7485**—12" speaker 4 instrument inputs, 2 separate channels, 2 volume 2 tone controls. Vibrato with speed and modulation contro. Pilot light fuse on-off switch. Power consumption 65 watts. Audio output 14 watts. 22¼"x17"x9¼". Ship. wt. 29 lbs. **Retail $119.70**

**3019MF7486—Foot switch** for above amplifier. **Retail $7.20**

5-TUBE 14 WATT AMPLIFIER 12" JENSEN SPEAKER

### Five-Tube Amplifier

**2334MF1715**—12" heavy duty speaker, 3 instrument inputs 2 volume controls, tone control, on-off switch, pilot light fuse. Power consumption 65 watts. Audio output 14 watts. 18¾"x16¼"x9½". Ship. wt. 23½ lbs. **Retail $114.90**



4-TUBE 5 WATT TREMOLO AMPLIFIER 10" HEAVY DUTY SPEAKER

### Four-Tube Tremolo Amplifier

**3017MF4800**—10" heavy duty speaker 3 instrument inputs, separate jack for footswitch Volume, tone controls Speed and modulation controls Pilot light, fuse and separate ON and OFF switch. Power consumption 35 watts. Audio output 5 watts. Size 18"x14½"x9½". Ship. wt. 20 lbs. **Sugg. Retail $96.00**

4-TUBE 2 WATT AMPLIFIER 8" HEAVY DUTY SPEAKER

### Four-Tube Amplifier

**2743MF2445**—8" speaker 2 instrument inputs a volume and tone control with a switch. This amplifier has an acoustically constructed tornasote case which assures distortion-free amplification and true bass. Washable leatherette for durable wear and beauty. Power consumption 35 watts. Audio output 2 watts. 12¾"x7"x10¾". Ship. wt. 10 lbs. **Retail $48.90**

## Catalina Accordions

**Accordions known for quality of tone. The beauty of the Catalina is matched by expert workmanship and top-grade materials.**

**Reeds**—finest Swedish Blue steel. **Reed Blocks**—violin spruce, laminated with seasoned hardwood. **Bellows**—Hand-made reinforced fitted. **Body**—3-ply hardwood, reinforced corner blocks, covered in rich durable Pearl. **Switches**—All pre-set, slides are sandwiched between aluminum shields to prevent binding.

### Catalina Student

A real musical instrument in every detail. 25 keys, 12 basses. 2 treble and 4 bass reed sets. Extra large bellows. 12 2/9" keyboard. Includes case and padded adjustable shoulder straps. Ship wt 19 ½ lbs. Jet Black or White Pearl finish. Specify. F.O.B. New York or Illinois.

3041MF4813—Student Accordion.
3041/3MF4784—3 or more. Sugg. Retail **$87.00**

### Catalina Grand

3542MF21978—Multi-switch accordion. 120 bass, 3 treble and 5 bass reed sets. 7 treble and 2 bass automatic switches. 18¾" keyboard. Complete with straps and case. Ship wt. 28 lbs. Jet Black or Pearl White. Specify. **$450.00**
F.O.B. Illinois or New York. Sugg. Retail
3626MF23870—Catalina Grand Electric. Same as above but with one bass and one treble electric pick up for balanced amplification. Sugg. Retail $530.00

### Catalina Club

3088MF17330—Full size 120 bass, having 2 bass switches and 3 pre-set treble switches. 41 treble keys with 2 and 4 sets of quality reeds. 17½" keyboard. Complete with padded, adjustable shoulder and bass hand straps and deluxe case. Ship wt 26½ lbs. Available in White Pearl or Black. Specify. F.O.B. Illinois or N. Y.
Sugg. Retail **$360.00**

## Hohner Button Accordions—Made in Germany

### 3 Row Button Accordion

18-fold bellows. 31 treble buttons, 12 bass buttons. 2 sets of treble reeds, 2 sets of bass reeds. Jet Black celluloid finish. Edges reinforced metal corner protectors. 7 4/5"x12". Ship wt 13½ lbs. Key comb. G-C F only.

1614/3G7683—3 Row Button Accordion.
1614/3G7299—3 or more. Sugg. Retail **$130.00**

### 2 Row Button Accordion

16-fold bellows. 8 basses. Ebony finish. Metal corner guards. Reinforced edges. Leather bass strap, bellows clasps and thumb straps. 5⅞"x11". Ship wt 9½ lbs. Key comb. G-C only.

1615/3G4138—2 Row Button Accordion.
1615/3G3931—3 or more. Sugg. Ret. **$70.00**

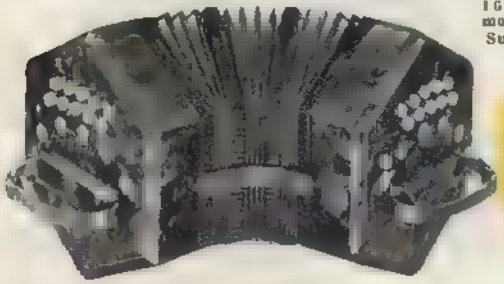
### 1 Row Button Accordion

14-fold bellows. Ebony and Gold design. Metal corner guards. 6 x11". 2 wooden stops controlling 2 sets finest steel reeds mounted on individual plates. 10 White button keys on closed keyboard. Key of C only. Ship wt 6 ½ lbs.

1616/3G2463—1 Row Button Accordion.
1616/3G2245—3 or more. Sugg. Retail **$40.00**

### Catalina Special

3087MF14600—Small in size and easy to handle. 120 bass. 41 treble keys 2 sets treble, 4 bass Swedish steel reeds. Two fingertip tone control switches. 17½" keyboard. Ship. wt 25 lbs. Complete with straps and luggage-type case. Available in Pearl White or Black. Specify. F.O.B. Illinois or New York.
Sugg. Retail **$299.50**



### Red Pearl Concertina

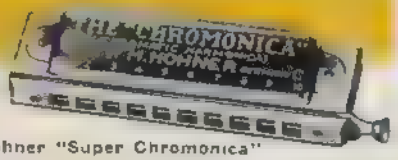
3090MF2191—Alum. mech., steel reeds. 12 bellows, 20 buttons. Opens to 18". Instruction Book. Ship wt 6 lbs. F.O.B. Illinois. Sugg. Retail $37.50
2545MF1788—Mahogany Concertina. Similar to above. Opens to 14". 9 bellows. Ship. wt 2 lbs. Sugg. Retail $30.00
3042MF3065—Large Red Pearl Concertina. 36 buttons. 72 reeds, 16 bellows. Opens to 23½". Ship wt 9 lbs. Sugg. Retail $69.50

## Harmonicas by Hohner

### Hohner "64 Chromonica"

Professional model. 64 perfectly tuned reeds. 4 full chromatic octaves (small C to 4-line C). 7" long. Comes in a highly polished Walnut finished container.

1617G1418—"The 64 Chromonica" **$20.00**
1617/3G1347—3 or More. Sugg. Retail



### Hohner "Super Chromonica"

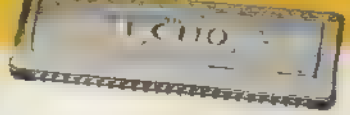
Length 5⅝". Three chromatic octave range beginning with Middle C on the piano. 48 perfectly tuned reeds with valves which operate as wind saving device for greater volume of tone. Key of C.

1618G1873—"Super Chromonica." **$15.00**
1618/3G1814—3 or More. Sugg. Retail

### Hohner "Chromonica"

Chromatic Harmonica 4⅞" long. Supplies half-tones, sharps and flats, not found in regular style instruments. 40 perfectly tuned reeds with wind saving valves for greater volume of tone. Heavy convex nickel-plated covers. Key of C.

1619G216—"Chromonica."
1619/3G671—3 or More Sugg. Retail **$10.00**



### "Echo" Harmonica

Large double sided Tremolo Harmonica. 6⅝" long. In two different keys with 48 double holes. 96 reeds. Finely nickel-plated covers in attractively etched design. C-G key comb.

1620G603—"Echo" Harmonica
1620/3G573—3 or more Sugg. Retail **$8.50**

### "Echo" Harmonica

Double sided Harmonica 4⅝" long. In two different keys having 32 double notes and 64 perfectly tuned reeds. Finely nickel-plated covers in attractively etched design. Combination C-G key.

1621G421—"Echo" Harmonica
1621/3G400—3 or more Sugg. Retail **$6.00**

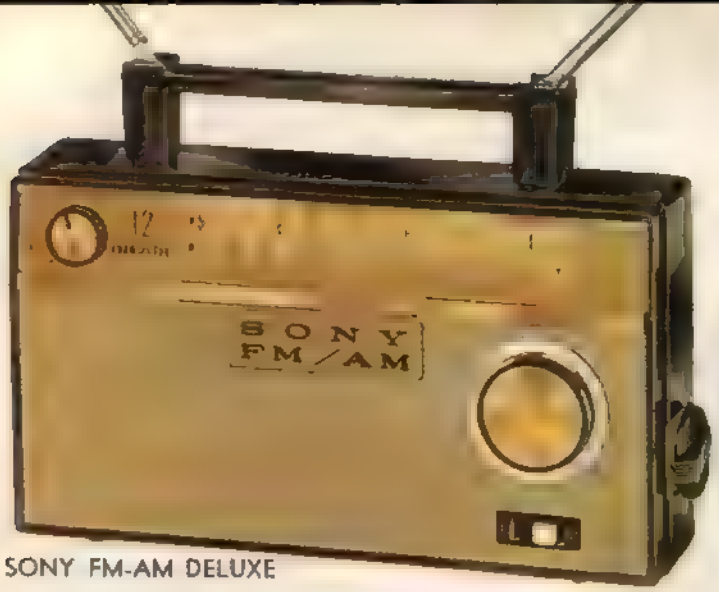
### Hohner "Chrometta 1"

Chromatic Harmonica 4⅛" long. 32 reeds equipped with wind saving valves. Two chromatic Octave range. 8 holes, slightly oversized. Streamlined synthetic comb, guaranteed moisture proof nickel-plated covers. Key of 'C' only.

1622G556—"Chrometta 1"
1622/3G338—3 or More Sugg. Retail **$5.00**

# SONY

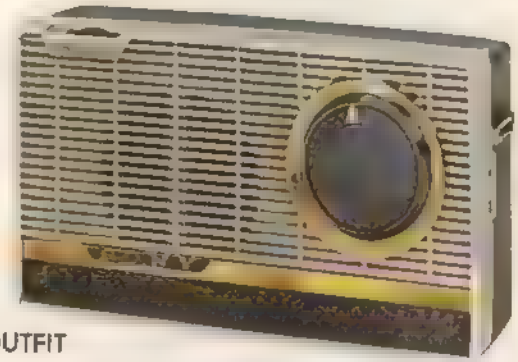
• Extra Quality • Performance • Selectivity




## SONY FM-AM DELUXE 12 TRANSISTOR PORTABLE OUTFIT

7704E8985—Modern elegant black and gold cabinet large 3" x 5" dynamic speaker, telescopic rabbit ear antenna housed in handle assures powerful reception Superheterodyne circuit built-in extension rod antenna for FM range and built-in ferrite-bar antenna for AM. Operates up to 300 hours on four flashlight batteries. Size 5¼" x 8¾" x 2¼". Complete with batteries, earphone and carrying case Weight 3 lbs
Retail $99.95

Sony Radios are of the finest quality. Through extensive research, Sony electronic equipment has been designed and engineered to afford the utmost in sound reproduction. Superb quality control, exacting design and skilled craftsmanship are reflected in all Sony Transistor radios.



## SONY SUPER SIX TRANSISTOR OUTFIT

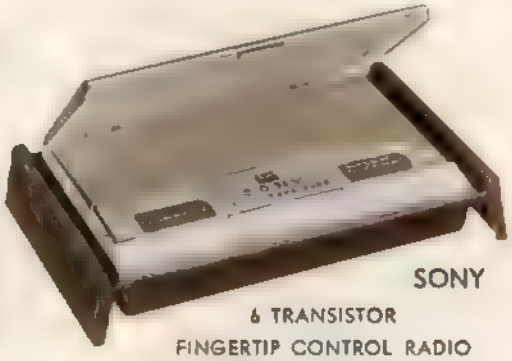
7961E2396—The Super 6 affords the power and selectivity of a table radio Reflex circuit provides super sensitivity. Deluxe quality speaker affords excellent tone. Distortion free tuning. A.G.C. circuit with converter stage eliminates distortion. Large tuning dial. Operates on 4 penlight batteries. Complete with batteries, earphone and carrying case. Gray and Coral or Gray and Blue. Specify. Size: 7" x 4" x 1½".
Retail $29.95

## SONY TRAVEL ALARM • 6 TRANSISTOR WATCH RADIO

7903E2995—Tiny 6 transistor pocketable radio with 7 jewel precision watch built-in Turns on and off automatically. Uses 9 volt battery, built-in ferrite bar antenna, 2¾" PM dynamic speaker, Size 4" x 2½"x1" color Black and Gold, complete with battery, earphone and leather case Weight 7 ozs. Ret. $39.95

## SONY 6 TRANSISTOR POCKETABLE WITH TONE CONTROL

8195E1995—Outstanding design in high impact styrol case Tone control for bass or treble adjustment. Perfect fidelity quality because of an inverted cone speaker design. Operates on 9 V battery Complete with battery, earphone hand strap and carrying case. Black or Bone White Specify. Size: 3⅝"x2½"x1⅛" Weight: 7 ozs. Retail $24.95

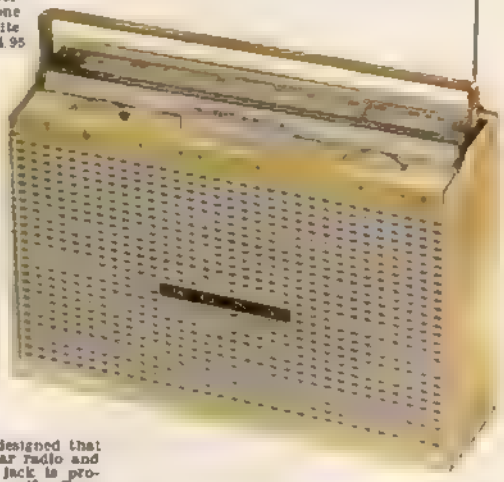


## SONY 6 TRANSISTOR FINGERTIP CONTROL RADIO FOR DESKS AND TABLES

7899E2495—At the touch of your fingertip, up pops the cover and the radio plays with amazing power and high selectivity 6 transistor superheterodyne circuit ferrite bar antenna, 2¾" PM dynamic speaker Operates on 6 penlight batteries (included Size 4½"x 7¼"x2½", Weight 2 lbs
Retail $34.95

## SONY SUPER EIGHT • WIDE RANGE • SUPER SENSITIVITY!

7773E3495—Features RF amplifier and "velvet vernier" glide tuning This radio performs in the mountains or the wide open spaces. 8 transistor superheterodyne circuit, ferrite bar antenna, 3½" PM dynamic speaker Uses 3 flashlight batteries Size 4" x 7¼" x 1¼" Dark gray and gold, complete with batteries, earphone and leather case. Weight 1¾ lbs.
Retail $49.95

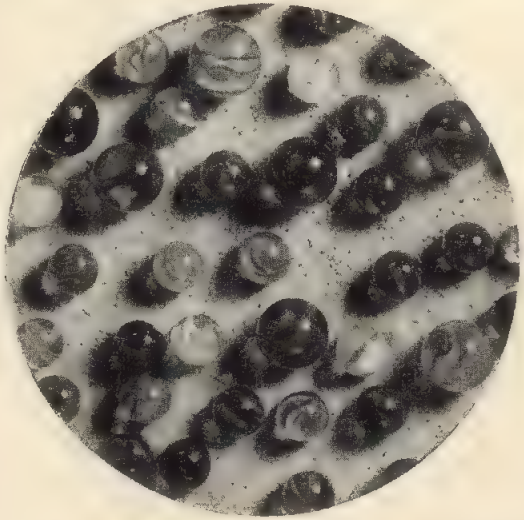


## SONY AM-FM 9 TRANSISTOR PORTABLE

8196E6395—An uniquely designed AM-FM 9 transistor portable radio. Outstanding Tone quality with a high fidelity 4" speaker. Variable Automatic Frequency Control prevents drift in FM reception. Automatic gain control eliminates distortion Slide rule tuning Push-button band selection. Built-in ferrite bar antenna This radio is so designed that it can be adapted as a car radio and use the car antenna—a jack is provided. Black or Ivory. Specify. Complete with batteries and earphone Size 9¹⁵⁄₁₆"x4¹⁵⁄₁₆"x3⅞". Weight 5 lbs.
Retail $[illegible]

## BRACKET FOR CAR USE

8197E900—Easily installed car mounting bracket for the above radio. Underdash installation Equipped with lock and key . . . secures radio after it is mounted.
Retail $12.95



*When you think of* **MARBLES**

*Think . . .* **VITRO**

**"THE PRIDE OF YOUNG AMERICANS"**

Cat Eyes, Agates, Aqua Jewels, Checkers
All Colors of the Rainbow

Sizes 9/16"-5/8"-7/8"

Prices on Request

***Mr. Game Manufacturer . . . Contact us***
for special prices, sizes, colors

**VITRO AGATE COMPANY**

*Parkersburg, West Virginia*

# Get in Line for Top Valentine Sales

*Pretty Ginny Baby brings you off-season sales and profits in February.*

Build doll interest and early sales with a proven profit leader — the adorable, saleable, original Ginny Baby.

**ORDER TODAY**

8" — 78240 — $4.00*, 12" — 72250 — $5.00*, 16" 76270 $7.00*, 20" 76280 $8.00*.

*Another Original Creation by*

VOGUE DOLLS
INCORPORATED

*SUGGESTED LIST PRICE.

FACTORY: 184 COMMERCIAL ST., MALDEN 48, MASS.
SHOWROOM: 200 FIFTH AVE. NEW YORK 10, N. Y.

**For Full, Safe and Complete Enjoyment of Voit Skin-Diving and Swimming Equipment:**

(1) Obtain professional advice and instructions before use
(2) Never dive or swim alone.
(3) Never lose contact with your swimming partner.
(4) Keep equipment in excellent condition.
(5) Double-check all equipment before using.
(6) Investigate water before diving for hazards.
(7) Learn behavior and peculiarities of marine life
(8) Keep in good physical shape.
(9) Do not over-exert yourself
(10) Observe and enjoy the underwater beauty of this new world

# VOIT® SKIN-DIVING EQUIPMENT

## STANDARD AND PORTABLE DIVING LUNGS

(White Vinyl Fusion Bond Finish Tanks)

50 Fathom Regulator

Deluxe Snugpack

Constant Reserve Valve Safety Tank

### STANDARD SIZE DIVING LUNG

**3885AF9505—Model V55/WCR-D** Combination 50 Fathom Regulator Safety Tank and Snugpack. 71.2 cu. ft. cap., ICC 2250 p.s.i. galvanized chrome molybdenum tank with white vinyl clad finish. Constant reserve unit has manually operated lever for release of 300 p.s.i. air reserve when required; assures extra time below surface and a safe ascent. Includes 50 fathom compensated regulator for safe, easy breathing. Regulator has cycolac tough unbreakable plastic casing—corrosion and chip proof. Deluxe snugpack has contoured corrosion and impact proof back plate, stainless steel fittings with quick release side lock and shoulder strap snaps, "D" ring buckle. Ship. wt. 42½ lbs. **Sugg. Retail $140.00**

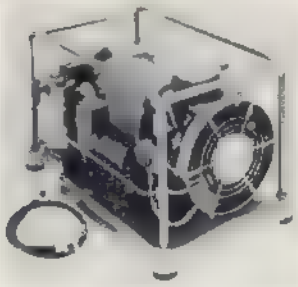
**3886AF6332—Model WCR-D Tank Only with Snugpack.** 71.2 cu. ft. cap., ICC 2250 p.s.i. chrome molybdenum tank with white vinyl clad finish and snugpack. Ship. wt. 34 lbs. **Sugg. Retail $90.00**

### PORTABLE DIVING LUNG

**3887AF9856—Model V55/WPCR-D. Combination 50 Fathom Regulator, Portable Safety Tank and Snug-pack.** 50 cu. ft. cap. ICC 2250 p.s.i., galvanized chrome molybdenum portable tank with constant reserve valve. White vinyl clad finish deluxe snugpack and 50 fathom regulator 20% more diving time while adding only 28 oz. of weight over previous Voit portable single tanks. Constant reserve manually operated lever releases air reserve when required. Ship. wt. 38 lbs. **Sugg. Retail $127.50**

**3888AF9534—Model WPCR-D White Portable Constant Reserve Tank Only with Deluxe Snugpack.** 50 cu. ft. cap. ICC 2250 p.s.i. galvanized chrome molybdenum portable tank. Corrosion and impact proof deluxe snugpack. Ship. wt. 34 lbs. **Sugg. Retail $77.50**

**3739AF9574—Model V55 50 Fathom Regulator.** Compensated regulator for safe, easy breathing. Has tough unbreakable cycolac case. Flexible grey neoprene hoses with comfortable thin mouthpiece and non-return valves. Minimum working parts for safety, ease of maintenance. Ship. wt. 5 lbs. **Sugg. Retail $50.00**



### CORNELIUS AIR COMPRESSORS
F.O.B. Indiana

**3883AF119700—3 H.P. Air Compressor.** 3 H.P., 25 p.s.i. 60 cycle motor. Adjustable automatic pressure switch and manual starter. Capacity 4 C.F.M. Ship. wt. approx. 125 lbs. **Sugg. Retail $1395.00**

**3884AF119700—7 H.P. Air Compressor** 4 cycle 7 H.P. Lockheed air cooled engine. Has starter, foot pump and separate fill tank. Capacity 4.0 C.F.M. Ship. wt. approx. 145 lbs. **Sugg. Retail $1395.00**

### TANK PRESSURE GAUGE

**3176A715 — Model DS107.** Gives positive check of air supply in tank before, during and after diving. Rubber hose for easy replacement. Ship. wt. 1 lb.

**Sugg. Retail $9.95**

### VOIT SPEAR GUNS

**3177A1649—Model G1F Viking Spear Gun.** One-piece detachable high-elastic slings and muzzle design eliminates special fittings, increases power and accuracy. Add or remove slings with no effort. Easy-to-cock deluxe gold barrel. Fixed spearhead. Double set of elastics. 48" long. Ship. wt. 3 lbs. **Sugg. Retail $27.50**

**3178A1050—Model G3F Viking Spear Gun** (Not Shown). Gold barrel. Fixed spearhead. Single set of elastics. 3' long. Ship. wt. 3 lbs. **Sugg. Retail $17.50**

**Complete Voit Diving or Swimming Equipment Brochures Available Upon Request. Items not Illustrated and described on this page but shown on the brochures are available on special order with the factory**

### "CONQUEROR" REGULATOR

**3741AF4265—Model V77 2 Stage 40 Fathom Regulator.** Two-stage design for easy breathing. Proven first stage. External parts chromed over brass rust free construction. Purge button with angled exhausts direct air away from face. Single hose. Rear entry neoprene mouthpiece chin rest and neck band. Ship. wt. 4 lbs. **Sugg. Retail $60.00**

### WEIGHT BELTS

**4182A1200—Model DS125 Weight Belt.** Five 3-lb contoured weights with Corvel Vinyl Fusion Bond Finish on 2" nylon belt. Adjustable type safety belt. Was designed for removal without taking off belt. Ship. wt. 17 lbs. **Sugg. Retail $14.95**

**3174A680—Model DS120—Weight Belt.** Adjustable eight 1-lb. weights regular std. finish, can't slide together. Ship. wt. 9 lbs. **Sugg. Retail $9.95**

### A6 VIKING FINS
### SWIM FINS

**3183A6000—Expert's favorite.** 15" L. with 8½" wide curved stiff blade. Raised ribs add water channeling action. Soft comfortable foot pocket. They float! Two-Tone Royal Blue. Order by shoe size: Medium 7-9, Medium Large 9-11, Large 11-13. Specify Size. Ship. wt. 5 lbs. **Sugg. Retail $10.95**

### DEPTH GAUGE, COMPASS

**3669A960—Model DG1-C Gauge and Compass. U.S. made professional model for the expert.** Blue rubber housing, liquid compass and luminous dial. Vinyl strap. Calibrated to 140 feet. Ship. wt. ¾ lb. **Sugg. Retail $15.95**

### DEPTH GAUGE

**3670A480 — Model DG-1.** High quality brass construction. Large luminous dial scaled to 100 feet. Curved shatterproof lens. Plastic case and strap. Ship. wt. 1 lb. **Sugg. Ret. $7.95**

### SKIN DIVER LIFE PRESERVER

**3889A1425—Model SDL-1 Life Preserver.** Neo Red, vest style preserver, inflated by replaceable $CO_2$ cartridge and/or mouth. Heavy duty rubberized fabric. Inflates to correct angle to prevent turning on face. Adjustable straps. Ship. wt. 1 lb. **Retail $19.95**

### VOIT SKIN DIVING SUIT SIZE RANGES

| | Waist | Weight | Height |
|---|---|---|---|
| Small | 30-34 | 135-160 | 5'5" -5'9" |
| Medium | 32-36 | 155-180 | 5'7" -6' |
| Large | 34-36 | 175-210 | 5'10"-6'1" |
| Ex Large | 38-42 | 210-240 | 6' -6'4" |

Please Specify Above When Ordering Diving Suits

### A11 SKIN DIVER FINS

**3872A6000.** Two-plane action for full power thrust, less leg fatigue. Stiff blades, full foot pocket with open toe features optional cut-out heel strap. Fit all foot sizes, either foot. They float! Two-tone Royal Blue. Order by shoe size: Small 5-7; Medium 7-9; Medium Large 9-11; Large 11-13. Specify Size. Ship. wt. 5 lbs. **Sugg. Retail $8.95**

### 50 FATHOM DIVING MASK

**3890A420—Model B11BS.** Exclusive depth equalizing lever, work from the outside to relieve pressure without mouthpiece interference. Soft moulded rubber gives a positive seal. Panoramic view, tempered safety lens, split neoprene strap with side buckles for snug, convenient fit. Stainless steel fittings. Ship. wt. 1 lb. **Sugg. Retail $8.95**

### VIKING SWIM MASK

**3891A160—Model B66B-S Deluxe Mask.** Features a one-way exhaust valve for quick, positive clearing of all water; blue safety lens, stainless fittings. Neoprene split straps and side buckles. Ship. wt. 1 lb.

**Sugg. Retail $5.95**

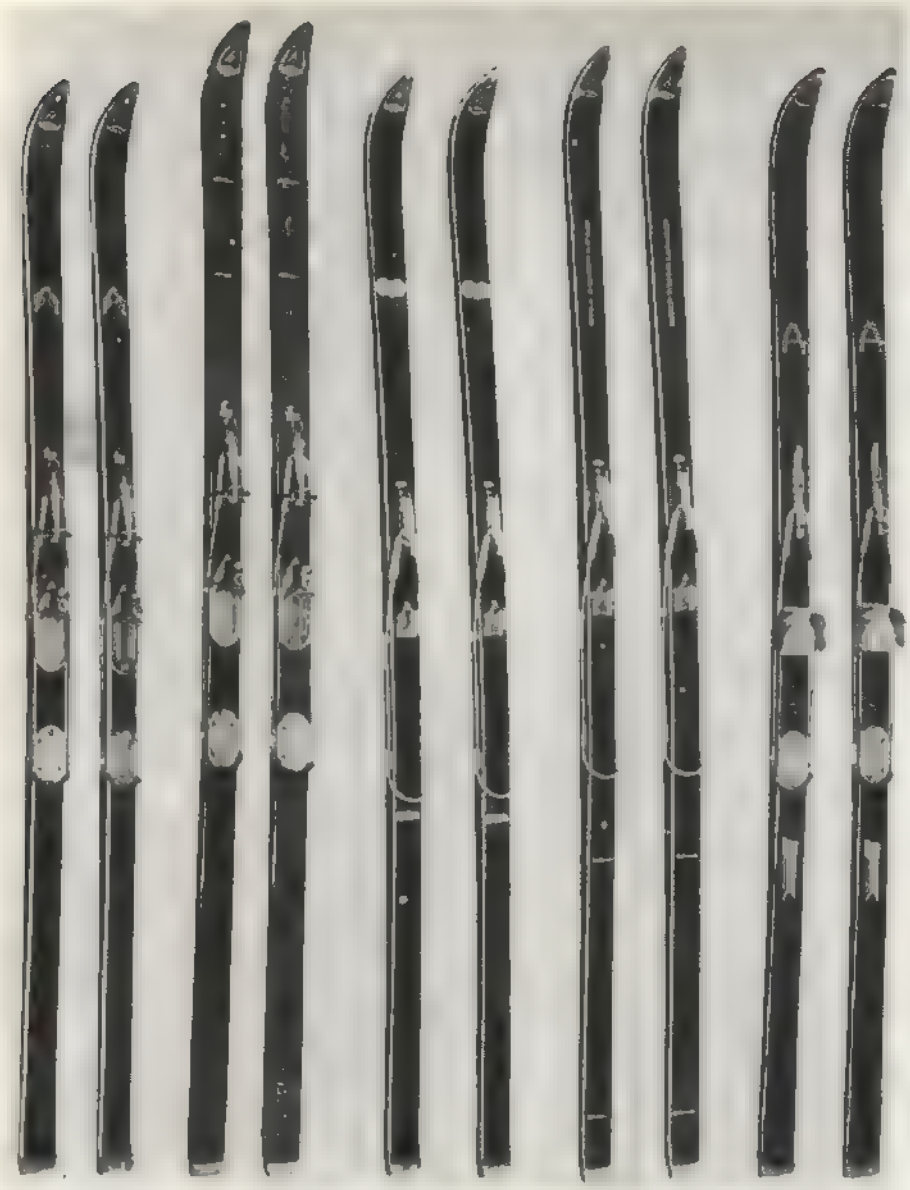


### VOIT SKIN DIVING SUITS

**2502AF4355—Model SDS-4—3 16" Wet Suit.** Nylon backed foam neoprene suit. Includes shirt, pants and hood. Exclusive Voit design has high neck, ¼" rolled sleeve edge for snug fit, easy removal. Pants extend above waist for added warmth. Heavy duty front zipper. Specify Suit Size Range from Above Chart When Ordering. Ship. wt. 9 lbs. **Sugg. Retail $65.00**

**3893AF4655—Model SDS-5—⅛" Wet Suit.** Similar to above except ⅛" thick. Specify Suit Size When Ordering. Ship. wt. 11 lbs. **Sugg. Retail $69.95**

# hedlund skis



(A) SWIFT FIBERGLASS (B) SCHUSS METAL (C) CREST-MARK (D) SPORT COMBI (E) CHAMPION

(A) **3894AF10764—Swift Fiberglass Skis.** This rugged ski has a multiple laminated hardwood core completely encased under high pressure with re-enforced fiberglass. Bend and heel of solid fiberglass. Affords many seasons of hard usage and overall economy. Medium blue fiberglass with inlaid white plastic top edges, long metal tip and heel caps. Metal-edged flat base and interlocking tempered offset edges. Bindings have adjustable tension release front throw and toe swivel. Available in 6'2", 6'8" or 6'10" lengths. Specify length. Approx. ship. wt. 20 lbs. Sugg. Retail $132.50

(B) **3895AF10404—Schuss Metal Skis.** For the skier who demands the finest metallic skis, this model combines metal with laminated wood core and finished with plastic top and sides. Furnished with widely known Kofix base and interlocking offset edges. Factory mounted binding is fully adjustable for most sizes and for tension release on cable and toe stop. Available in 6'5", 6'9" or 7' lengths. Specify length. Approx. ship. wt. 26 lbs. Sugg. Retail $147.50

(C) **3905AF2308—Crestmark Skis.** Rugged durable ski especially suited to skiing on hard packed lower slopes. A 7 piece multi-laminated ski of ash and hickory has a hard "Fas-Trak" plastic base which is suited to all types of waxes and speed lacquers. Jet black plastic top finish with red and white trim, long metal tip and tail protectors. Hardened steel offset edges for better control. With safety release binding. Available in 6', 6'3", 6'6", 6'9" or 7' lengths. Specify length. Approx. ship. wt. 18 lbs. Sugg. Retail $55.95

(D) **3896AF3217—Sport Combi Skis.** A 15 piece laminated ski for occasional or weekend skier. Hard, fast, plastic base, offset steel edges with long wrap around tip protectors and metal toe caps. Blue plastic top finish with contrasting trim. Binding has reverse front throw with cable length adjustment and swivel release type toe strap. Bindings factory mounted and adjustable to most sizes. Available in 5'11", 6'1", 6'5" or 6'9" lengths. Specify length. Approx. ship. wt. 20 lbs. Sugg. Retail $46.95

(E) **3906AF2617—Champion Skis.** All hickory ski with laminated tip for the novice or budget minded skier. Running surface has lacquered base ready for wax, steel edges and metal tip and heel protectors. Top in red plastic with white trim. Adjustable cable binding with long toe side irons. Available in 5'9", 6', 6'3", 6'6", or 6'9" lengths. Specify length. Approx. ship. wt. 20 lbs. Sugg. Retail $39.25

SKI POLES

**3907AF1618—Jr. Champion Skis.** Same as above but binding specially designed for smaller skis and boot sizes. Available in 5' or 5'6" lengths. Specify length. Approx. ship. wt. 14 lbs. Sugg. Retail $28.50

**3897AF345—Youth Aluminum Ski Poles** in 42" or 45" lengths. Specify length. Approx. ship. wt. 4 lbs. Sugg. Retail $5.75

**3898AF420—Adult Aluminum Ski Poles** in 48", 51" or 53" lengths. Specify length. Approx. ship. wt. 4 lbs. Sugg. Retail $7.00

**3899AF707—Anodized Tapered Aluminum Ski Poles** in 51", 53", or 55" lengths. Specify length. Approx. ship. wt. 4 lbs. Retail $11.75

**3900AF1109—Tapered Steel Ski Poles** in 51" 53" or 58" lengths. Specify length. Approx. ship. wt. 4 lbs. Sugg. Retail $18.50

## HOW TO ORDER SKIS AND SKI POLES

**Skis.** Stand erect. Raise your arms overhead. Don't stretch. Measure the distance from the floor to the base of your thumb. Order the ski length which is closest to your measurement.

**Ski Poles.** Stand erect. Let arms relax at sides of body. Order pole approx. 3 inches longer than distance from your elbow to floor.

### Hedlund Toboggans

Toboggans made of selected hardwoods with the most rigid type of construction. Extra heavy runners give much added service and are most attractive. The top surface is varnished and has heavy rope, hand rails. The running surface is treated to help prevent absorption, making it a faster toboggan. **Toboggan Cushions.** Made of heavy, strong waterproof plastic fabric. The soft resilient filling is held in place by ventilated eyelets. Strong fastening tapes.

| Cat. Number | Wt. | Sugg. Retail |
|---|---|---|
| 3895AF2440—10' Toboggan | 32 lbs. | $46.00 |
| 3901AF2351—9' Toboggan | 29 lbs. | 38.50 |
| 3907AF2310—8' Toboggan | 26 lbs. | 34.50 |
| 3896AF1991—7' Toboggan | 23 lbs. | 32.50 |
| 3308AF1811—6' Toboggan | 20 lbs. | 29.50 |
| 3897AF1891—4'11" Toboggan | 17 lbs. | 22.50 |
| 3902AF1081—4' Toboggan | 14 lbs. | 16.50 |

| Cat. No. | Toboggan Cushion | Wt. | Sugg. Retail |
|---|---|---|---|
| 3898AF1020 | 8½' Cushion | 18 lbs. | $17.00 |
| 3903AF900 | 7½' Cushion | 15 lbs. | 15.00 |
| 3909AF780 | 6½' Cushion | 12 lbs. | 13.00 |
| 3899AF660 | 5½' Cushion | 9 lbs. | 11.00 |
| 3510AF540 | 4½' Cushion | 7 lbs. | 9.00 |

| Cat. No. | Toboggan Cushion | Wt. | Sugg. Retail |
|---|---|---|---|
| 3700AF420 | 3½' Cushion | 5 lbs. | 7.00 |
| 3904AF300 | 2½' Cushion | 3 lbs. | 5.00 |

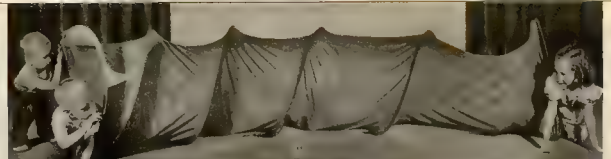
Order Cushion 1½' Shorter Than Toboggan.

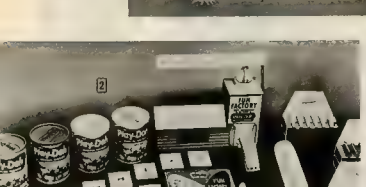
## PORTABLE BACKYARD SKATING RINKS

with Aluminum Walls

Safe winter fun for boys and girls of all ages. **Exclusive "Safti-edge"—no danger from sharp edges! Triple walls**—inner wall protects rink from skate runners. **Portable**—set anywhere you want for personal, private skating. **Assembled easily**—takes only minutes to join two ends together, fit in 4 0 gauge plastic liner and fill with water. Then let nature do the rest! Stays frozen longer because it holds the cold from the ground. Wall shortens or curves to fit yard. Illustrated instructions included. F.O.B. Pennsylvania Factory.

| | Sugg. Retail |
|---|---|
| 2625TF1260—Rink, 10' dia., 6" wall. Ship. wt. 10 lbs. | $19.95 |
| 2626TF1638—Rink, 20' dia., 6" wall. Ship. wt. 13 lbs. | 27.95 |
| 2627TF2520—Rink, 24' dia., 6" wall. Ship. wt. 22 lbs. | 39.95 |
| 2628TF3780—Rink, 32' dia., 8" wall. Ship. wt. 35 lbs. | 60.00 |



**1 TUN-L-FUN** . . . tons of fun for children of all ages. It's a tunnel, tent, clubhouse, a "pretend" snake . . . an imaginative new toy idea that's sure to delight them. They can race through it, hide in it, cover it with leaves or snow. Use it indoors or out. 10 ft. long, 27 in. diameter . . . collapses into small storage unit 5 in. high, 27 in. square. Made of brightly colored durable fabric and $\frac{3}{16}$" oil-tempered spring steel.
**89-8460 C667** Shpg. wt. 10 lbs. *Express* . . . . . **$9.95**

**2 PLAY-DOH MASTER PLAN FUN FACTORY.** Build a whole city . . . a railroad with freight trains and streamliners . . . an airport with airplanes. Make Jewelry, flowers, buildings. Includes 30 extrusion dies, Play-Doh Fun Factory, plastic trimmer, four 7-oz. cans Play-Doh, Master Plan City Map, 36x36" plastic table cover. Instructions.
**89-4352 B533** For 7 yrs. up. Shipping weight 5 lbs. . . . . **$7.95**
***Deluxe Play-Doh Fun Factory*** . . . produces hundreds of forms in Play-Doh and Wood-Doh . . . blocks, tubes, spaghetti, logs, etc. 15x12x3" high impact plastic mold with pump action . . . extrudes forms. Set includes two 8-oz. cans Play-Doh, 2 cans Wood-Doh, plastic trimmer, 12 interchangeable dies, die tray.
**89-4360 B333** With instructions. Shipping weight 4 lbs. 4 oz. . . . . **$4.98**

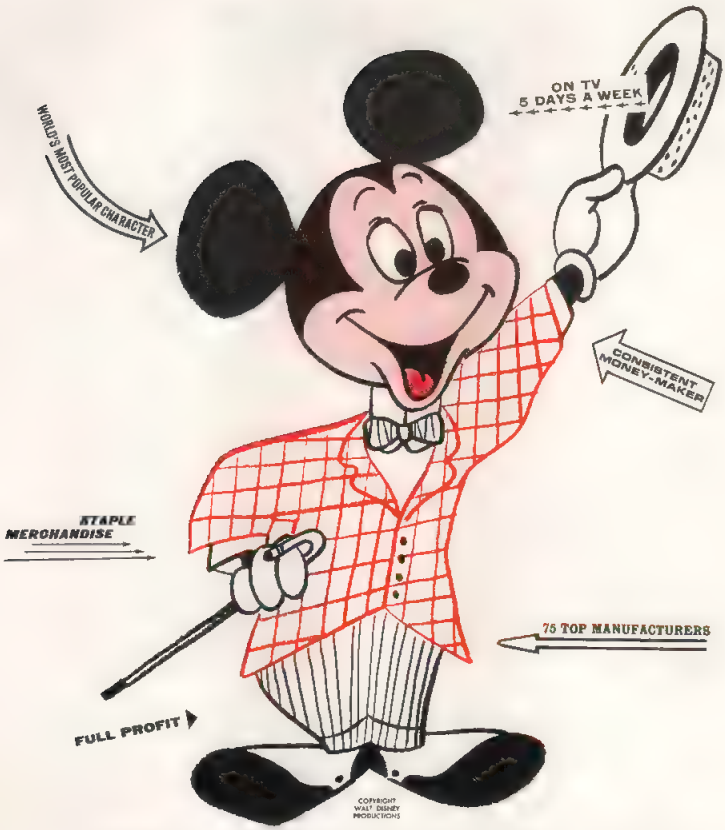
**3 DELUXE PLAY-DOH FORGE PRESS (3-D MOLDER).** Actually molds Play-Doh into detailed farm animals and people. Set includes rugged forge press, plastic trimmer, 6 molds (make a man, woman, boy, girl, horse, cow, dog, sheep, pig, turkey), four 7-oz. cans Play-Doh. Instructions.
**89-4451 B399** Shipping weight 4 lbs. . . . . **$5.98**
***Forge Press Toymaker.*** Similar to above except you get: forge press; 3 molds (make 6 farm animal figures); 7-oz. can Play-Doh, instructions.
**89-4469 B267** Shipping weight 2 pounds . . . . . **$3.98**

**4 BALL TURRET GUN.** Fingertip remote control action moves guns from side to side. Tracer firing effects light up target. Radarscope moves with turret. Earphones, oxygen mask and ammunition belt are included in set. Measures 22x10½x11¾" overall. Battery operated; uses 4 "D" batteries. By Remco.
**87-2085 B833** Batteries not included. Shpg. wt. 3¼ lbs. . . . . **$9.98**

**5 MOSLER JR. SAFE VAULT.** Alarm sounds when strangers try to "crack" it. Heavy gauge steel. Secret 2-combination lock. 2 drawstring money bags. Alarm operates on "D" flashlight battery (not included).
**89-7694 B350** Vault with Alarm, 7x6x9". Shpg. wt. 3 lbs. 4 oz. **$4.95**
**89-7793 B280** Vault without Alarm, 7x6x9". Shpg. wt. 3 lbs. . . . **3.95**

**6 MAXWELL, THE COFFEE-LOVING BEAR.** Maxwell is a giant 11" black plush bear. Seated at a tree stump table, he holds a large chrome coffee pot from which he pours steaming "coffee" into a cup. When the cup is full, he lifts it to his mouth and drinks the coffee. After he's finished the "coffee" action starts again. Actually, Maxwell pours out a "steam substance" that looks like real coffee. Base of the coffee pot lights up.
**89-6811 B267** Operates on 2 "D" batteries (not incl.). Wt. 1¼ lbs. . . **$3.98**

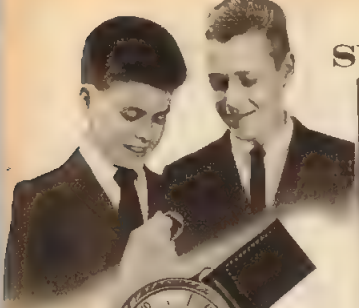
**7 WALKING TV ROBOT** . . . has television in what should be his chest. Battery-operated, he strolls around without a care in the world, while his arms swing and the visible gears in his plexi-glass head spin merrily . . . and pictures move across his illuminated TV screen chest. Switch him on or off by lowering or raising his rotating antenna. Sturdy metal, 15" tall.
**89-6779 B349** Uses 2 "D" batteries (not incl.). Shpg. wt. 2½ lbs **$4.98**

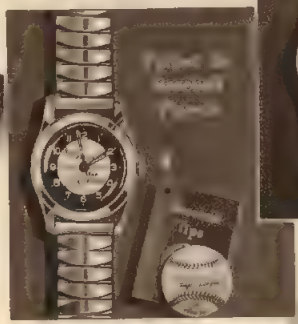



**WALT DISNEY'S MICKEY MOUSE CLUB • COAST TO COAST**
**½ HOUR DAILY • 52 WEEKS A YEAR**

WALT DISNEY PRODUCTIONS, INC. • Character Merchandising Division • 477 Madison Ave. • New York 22, N.Y.

# TIMELY SURPRISES





**(1)(2) Orvin Waterproof* 17-Jewel Watches** in favored styles for young men. Shock-resistant movement . . guaranteed**. Unbreakable mainspring, anti-magnetic. Sweep second hand. Stainless steel case back.

**1 Dress Look** . . Florentine-finish yellow gold-color metal case; brown leather strap.
4 N 455E—Shipping weight 10 oz. $14.67

**2 Sport Style** . . rugged enough to keep pace with a boy's life. Chrome-plated metal case; stainless steel expansion band. Luminous hands and dots . . easy to read in the dark.
4 N 450E—Shipping weight 10 oz. $14.67

**3 Low-price Waterproof* Calendar Watch** gives him the second, minute, hour and date at a glance. What boy wouldn't love it? Dependable Swiss movement . . guaranteed**. Chrome-plated metal case; stainless steel case-back and expansion band. Luminous hands and dots . . easy to read. Sweep second hand.
4 N 1840E—Shipping weight 4 oz. . $9.97

Watches are shown 4/5 actual size. Prices include 10% Federal Excise Tax unless otherwise stated

**4 Ballplayer's Watch** has signatures of Mickey Mantle, Roger Maris, Sandy Koufax and Willie Mays on dial . . comes with regulation-size baseball and a booklet of baseball tips. Chrome plated metal case stainless steel expansion band. Shock protected, unbreakable mainspring, anti magnetic. Price includes 65c Fed. Exc. Tax on watch
4 N 1905E—Shipping weight 10 oz. $7.97

**5 World Time Watch** tells the time around the world. All major cities are listed on a rotating mechanism; one glance tells the would-be world-traveler what time it is in any given place. Yellow gold color metal case and expansion band. Shock-protected Swiss movement guaranteed**. Unbreakable mainspring; anti-magnetic.
4 N 1844E—Shipping weight 4 oz. . $9.97

**6 Chronograph-style Watch** keeps accurate time, measures distance, registers speed, times sporting events . . serves as stop watch. 6 dials, 5 hands, 2 push button controls. Yellow gold-color metal case; stainless steel back. Sweep second hand. Luminous hands, dots. Brown lizard-grained cowhide strap.
4 N 1866E—Shipping weight 4 oz. . $10.97

**7 Camera Set** easy-to-use camera, 1 roll #127 Ansco black and white film (camera also takes color shots). Boy's watch has chrome-plated metal case expansion band and case-back of stainless steel. Guaranteed** shock-protected movement. Unbreakable mainspring, anti-magnetic; luminous hands, numerals; sweep second hand. Price includes 71c Fed. Exc. Tax on watch
4 N 1924E—Shipping weight 10 ounces. $9.97

**8 Yogi Bear® Watch** has a picture of this favorite television character on its dial. Shock-protected movement. Unbreakable mainspring; anti-magnetic. Chrome-plated metal case; stainless steel expansion band.
4 N 1984E—Shipping weight 4 ounces. . . . . $7.44

**9 Dress Watch** priced surprisingly low. Yellow gold-color metal case and matching expansion band, stainless steel case-back. Guaranteed** shock-protected movement. Unbreakable mainspring, anti magnetic. Sweep second hand. Luminous hands and dots
4 N 1842E—Shipping weight 4 ounces . . . $8.97

**10 Black Dial Sports Watch** . . the last word in style. Chrome-plated metal case; stainless steel back and expansion band. Guaranteed** shock-protected movement. Unbreakable mainspring; anti-magnetic. Luminous hands and numbers. Sweep second hand.
4 N 1841E—Shipping weight 4 ounces. $8.97

*Waterproof as long as crystal, crown and back remain intact

**Watches guaranteed 1 year from date of sale against defects in materials or workmanship of parts in movement or return watch for free repair

imagination products from

**WEN·MAC**

Los Angeles 64

★

Most exciting toy concept in 50 years

Walt Disney's

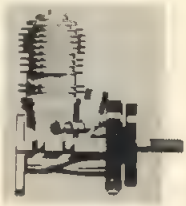
**TOMORROWLAND**

# SPACE CARNIVAL

**Moon Orbit**
**Rocket Ride**
**Space Wheel**

*only engine with* *3-year guarantee*

The World's Largest Manufacturer of Quality Aircraft and Engines



**16 of Wen·Mac's top-selling planes feature the *hot shot* engine**

# Bed, Vanity, Wardrobe in Barbie Bedroom Set from Kiddie Brush

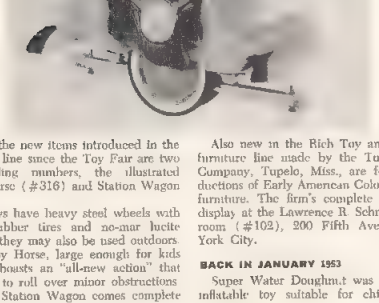
Another new offering in the Susy Goose line made by Kiddie Brush & Toy Company, Jonesville, Mich., is the Barbie Bedroom Set (#420) featuring a four-poster bed, vanity and wardrobe.

Completing the set are a chest with drawer, soft plastic mattress for the bed, mirror, telephone, facial tissue box-holder, bench with orlon high pile fabric seat and matching rug, and Ken's (Barbie's boyfriend) picture and frame to go with the vanity. With the wardrobe are a full length mirror, shoe and hat racks, a basket and poly hangers.

The package size is 38" by 14" by 11" and packing is one per 7-pound individual shipper (doll not included). It is also available, KD, with six complete units per shipper.

Susy Goose has the exclusive license from Mattel, Inc., Hawthorne, Calif., to manufacture the set.

# Hobby Horse, Station Wagon New Numbers in the Rich Toys Line



Among the new items introduced in the Rich Toys line since the Toy Fair are two infant riding numbers, the illustrated Hobby Horse (#316) and Station Wagon (#349).

Both toys have heavy steel wheels with molded rubber tires and no-mar lucite casters so they may also be used outdoors. The Hobby Horse, large enough for kids 3 and 4, boasts an "all-new action" that enables it to roll over minor obstructions while the Station Wagon comes complete with removable stake side panels.

Also new in the Rich Toy and juvenile furniture line made by the Tupelo Mfg Company, Tupelo, Miss., are four reproductions of Early American Colonial maple furniture. The firm's complete line is on display at the Lawrence R Schmidt showroom (#102), 200 Fifth Avenue, New York City.

### BACK IN JANUARY 1953

Super Water Doughnut was a five-foot inflatable toy suitable for children and adults.

### FLINTSTONES DOODLE DIALER NEW NUMBER BY WINTHROP TOY

A new Flintstones Doodle Dialer for creating thousands of funny Flintstone faces is available for prompt shipment from Winthrop Toy, a division of the Win-

throp Atkins-Company, Middleboro, Mass.

The firm has acquired a license for the production of the item and will single it out for a special advertising promotion during the fall season. According to Winthrop Toy, the "vast Flintstones audience, covering the adult buyer as well as children of every age group, should be a ready market for this novel yet inexpensive toy, and we expect the Doodle Dialer to be on toy counters by early fall."

A suggested $1 retailer, the Doodle Dialer features a large, (13⅜" by 16" by 1"), three-dimensional "stone" frame printed in full color and—recessed in this frame—four colorful wooden knobs which control the eyes, nose, forehead and mouth. When these durable, rigid duals are turned, they "mix" the faces of Fred, Wilma, Pebbles and their friends, creating an array of Flintstone face combinations.

### SERABBE PERMANENTLY IN TOYS; ANNOUNCES PERSONNEL ADDITIONS

Serabbe Mfg. Company, a Chicago-based concern that recently made a permanent entrance into the toy trade with a complete new stylized line of doll carrying cases, has announced changes and additions to its sales force.

Now representing the firm in New York State, New England and Washington, D. C., are Hilton and Mann, 200 Fifth Avenue, New York City, with Lee Hilton and Phil Mann personally supervising sales in Texas, Louisiana, Oklahoma, Arkansas and Mississippi is Wayne Sadler of Sadler Sales, Dallas; and in Ohio is Russ Shugarman, Toledo.

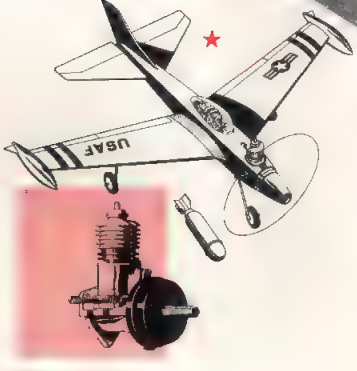
Herb Grindel and Morrie Sussman handle national clients out of Serabbe's home office and factory now located at 340 N. Lake Shore Drive, Chicago 11, while Miss Frances Straus and Bob West direct sales from the firm's New York City office and showroom at 286 Fifth Avenue.

Described as being "as new as tomorrow" and featuring new screens, patterns, fashion and "flavor," Serabbe's doll accessory case line earned an enthusiastic reception from the trade, the firm reports. Long a leading manufacturer of closet, travel and beach accessories, Serabbe had been represented with items in the toy field occasionally over the past five years.

# the FIRST and still the BEST...

## Turbojet* CHALLENGER Package

**absolutely complete!**




## Here's why...

Absolutely complete. Includes fuel, American-made Burgess energized starter-battery, battery wire-clip, flying lines, handle and all accessories.

- **New for '63... drops a bomb white flying.**
- **New for '63... aluminum-metalized wing and elevator.**
- **Exclusive Rotomatic clutch starter engine. Nothing to hook on. Just turn prop. Let 'er go. Engine roars.**
- **Turbojet is completely assembled. No rubber-band "held-on" wings. Full top & bottom fuselage. Tri-cycle gear. Canopy. Decals. Nylon prop.**
- **New self-service window display package.**

**Complete!** nothing else to buy!

**ordered your Christmas supply yet?**

**WEN-MAC** Los Angeles 64

NO MONEY DOWN
NOSE OUR AMER CAN CREDIT SYSTEM

# Authentic Western Saddles Individually Custom-Built

True Western Saddles designed and individually custom-built by genuine Craftsmen . . . in a Saddlery where expert workmanship is a fine tradition. No assembly-line production here.

Each saddle is built to exacting specifications and finished to perfection. Western designed and built for hardest service. Completely guaranteed against all defects in workmanship and materials. All Ride Covered trees used in saddles are unconditionally guaranteed for a period of 5-years, (from date of manufacture), against ANYTHING a horse can do to them!

Quick Change Buckles (where indicated) makes it extra easy to change stirrup length in no time flat.

All saddles mailed promptly from Saddlery in Tennessee.

**A DE LUXE RODEO CHAMPION.** The ultimate in style and riding pleasure. Hand-tooled to exacting specifications and finished to perfection. Built on an award winning quarter horse tree perfectly balanced with a high flat horn. A saddle that's at ease in the cutting ring, the roping chutes or on the range. Perfect as an Award Saddle. Full Quarter Horse Roper tree, beef hide covered. 15" seat, 13" front. High two-rope horn, 5" cap. 2½" cantle, with 2" cheyenne roll. Hand polished solid bronze rigging plates and dees. Full hand tooled trim with rough out chocolate brown seat. Sheep lined skirts, 22x13". Fenders 18½x25½ with 3" stirrup leathers and Blevins buckles. 17 strand, triple bar, single diamond mohair cincha. 3x3" bell bottom carved stirrups. Light oil and wax finish. Specify: ¾, ⅞ or full double rigging.
06 B 9040F—Shpg. wt. 44 lbs. FOB Tennessee.
No money down ..... 274.00

**B THE CALIFORNIAN.** Semi-Quarter Saddle. New modernized Ellensburg Tree, Beef Hide Covered. 14½" seat, 13" front, 2¼" comfort cantle, 1¾" cheyenne roll. Hand polished bronze flat plate rigging, in ¾ double position. Hand tooled, borderless trim. Sheep lined skirts 20½x13", 17¼x8¾x2¼" Fenders with covered and carved 2½x2⅜" stirrups, with Quick Change buckles. 15 strand, triple bar, mohair 1¾" flank cinch. 1¾" off billets, 1½" flank billets. 1¼" tie straps. Light oil and wax finish, with cream-yellow padded seat. Shpg wt. 28 lbs. FOB Tenn.
06 B 9061F—Complete No Money Down ..... 164.00

**C THE OUTRIDER.** Outstanding value! Full mansized saddle. Popular wide bar Tree. Deep dish 2¼" comfort cantle, CC, not guaranteed for roping. ¾" rig, with solid bronze rigging plates, fenders equipped with 2½" Quick Change Buckles, one piece leathers, 1½" billets. Slotted for back rig. 20x12" semi square Skirts, sheep lined. Russet finish, full flower stamp. Wt. 28 lbs. FOB Tenn.
06 B 9051F—No Money Down ..... 74.00
Flank Cinch set up, including billets, for above.
06 B 9052F—Wt. 2 lbs.
FOB Tenn. ..... 6.50

**D THE FORM FIT.** New form fit Tree, CC, very sleek and narrow. 15" seat, 13" front, 2½" comfort cantle, deep dish, with 1½" cheyenne roll, flat 2¼" horn. Rigging: ¾ double, with hand polished bronze flat plates, with slotted skirt and bronze back rig plate. 25x11" sheep lined skirts. 7½x18" fenders, 2¼" stirrup leathers, with Quick Change Buckles. 16 strand, single bar, cotton cinchs, with 1½" flank cinch, 1½" tie strap. 1¼" off billets, 1½" flank billets. 2¼x2" stirrups, metal bound, with leather foot pad. Wheel design trim with rough out chocolate brown padded seat. Light oil and wax finish. Russet.
06 B 9057F—Wt. 28 lbs. FOB Tenn. ..... 84.00

**E THE NEW YORKER.** Little Wonder, CC, Tree. 15" seat, 14" front, 2¾" comfort cantle. ¼ flat plate, bronze rigging plates. 1¼" flank strap. 28½x15½" sheep lined skirts. 17½x18½" fenders, with 2¼" stirrup leathers. Quick Change Buckles. 16 strand single bar cotton cincha. 1¼" flank strap. 1¼" off, 1½" flank billets. 3x2" stirrups, metal bound, with leather foot pad. Medium oil finish. Russet. Full flower design.
06 B 9054F—Wt. 28 lbs.
FOB Tenn. ..... 94.00
06 B 9054F—Matching Bridle.
Wt. 2 lbs. ..... 10.50
06 B 9055F—Match. Breast Collar.
Wt. 2 lbs. ..... 11.50

**F REBEL PONY SADDLE.** Built on 11x8" CC Tree. Light medium skirting leather with contrasting roughout padded seat. ¾ flat plate skirt rigging, single. Full hooded stirrups. Russet.
06 B 9058F—Wt. 20 lbs.
FOB Tenn. ..... 49.00
06 B 9059F—Matching Bridle.
Wt. 2 lbs. ..... 6.00

**G NEW WINNER.** Economy price, all new design. 14x12" CC Tree. 2½" comfort cantle, wide spread. ¾ single flat plate, hand polished bronze rig plates. 11x24" Calif style, sheep lined skirts. 16x7¼" fenders. 1¾" stirrup leathers, to buckle. 15 strand, single bar, cotton cincha. 1¼" tie strap, 1¼" billets. No. 12 wood stirrups 2x3". Light oil and wax finish. Rope wheel design. Russet. Shpg. wt. 22 lbs. FOB Tenn.
06 B 9056F—No Money Down ..... 57.00

# WHITE BEAR WATER SKIS

*F.O.B. Minnesota Factory*

White Bear Skis are designed for people—novice or average or expert. Best in safety, durability and riding. Permanent glue bend tip can never straighten Special waterproofing. Made of tough resilient select lumber. Rudders placed for top maneuverability.

**Tow Ropes (Not Shown) Order with Skis**

3851AF597 75' Deluxe ¼" polyethylene rope with both single and double handled bridle Special vinyl covering on handles Complete with plastic float and special rope adjustment for length. Wooden rope reel Ship. wt. 4 lbs.

**Sugg. Retail $9.95**

**Novelty Shoe Skis**

2566AF1350—25" Deluxe Shoe Skis 20" long 8" wide Painted white with single rudder for control Especially designed for experienced skiers Ship wt. 9 lbs **Ret. $22.50**

**54" Children's Skis**

3814AF1537—Lightweight spruce 3¾" wide at the middle, tapering down from the bolt nose of the heel back for easy controlling Easy for children to learn on Finished in cream with contrasting design Ship. wt. approx. 12 lbs

**Retail $27.95**

**Super Deluxe Banana Comb**

3815AF2897 — 71" Fiberglass-Covered Solid Mahogany Star designs under clear epoxy coating Gold anodized automatic adjustable harness Polished fins. Can be used in combination or as a slalom Width 6¾" Ship wt approx 19 lbs.

**Retail $54.95**

**Solid Ash Slalom Comb**

3817AF2637 — 69" Banana Pair Combination. 6¾" width at center, tapered ends Automatic adjustable binder High gloss varnish finish Ship wt. approx 17 lbs

**Retail $43.95**

**Deluxe Banana Slalom**

3818AF1617 — 68" Slalom (1) Ski. Made of solid Ash Painted White with Gold and Black Screening Automatic adjustable harness 6¾" width at center, tapered ends ¾" metal fin Ship wt. approx 12 lbs. **Retail $26.95**

**Hardwood Slalom Comb**

3819AF2097 — 67" Northern Ash Slalom Combination Painted White, 6¾" wide at the middle tapering down from the bolt hole back Positive lock harness Metal fins Ship wt approx 18 lbs. **Retail $34.95**

**Catamaran Pair Combination**

3820AF2755—71" Skis Special catamaran design bottom epoxy covered spruce Good for skiing behind 40 h.p. and higher motors Pulls very easy, eliminates drag Automatic harness Width 6¾" Ship wt approx 18 lbs. **Retail $45.95**

# VOIT WATER SKIS & ACCESSORIES

**F.O.B. California, Chicago, or New York Factory Warehouses**

**Tow Ropes (Not Shown)**

2815AF300—**Deluxe Single Handle.** Durable bright Yellow polyethylene fibers. 75' length, ¼" diameter Hardwood handle Ship wt. 2 lbs **Not sold separately, available only with purchase of Voit skis.**

**Retail $5.00**

2815AF360—**Deluxe Double Handle.** Same as above but designed for slalom skiers.

**Retail $6.00**

(A) 3821AF3600 — WS126 — 5'11"x6¾" **Fiberglass Banana Pair Skis.** Genuine fiberglass construction over mahogany core Gold anodized hardware. Black and gold "Star Burst" design under clear epoxy coating. Double splined laminated toe, "Bone" White rudder. Ship. wt 17 lbs.

**Retail $60.00**

3822AF2280—WS186—5'11"x6¾" **Banana Shape Fiberglass Slalom.** Same as above except (1) ski. Cushion Ride Heel; Wishbone Super Skeg Ship. wt. 10 lbs.

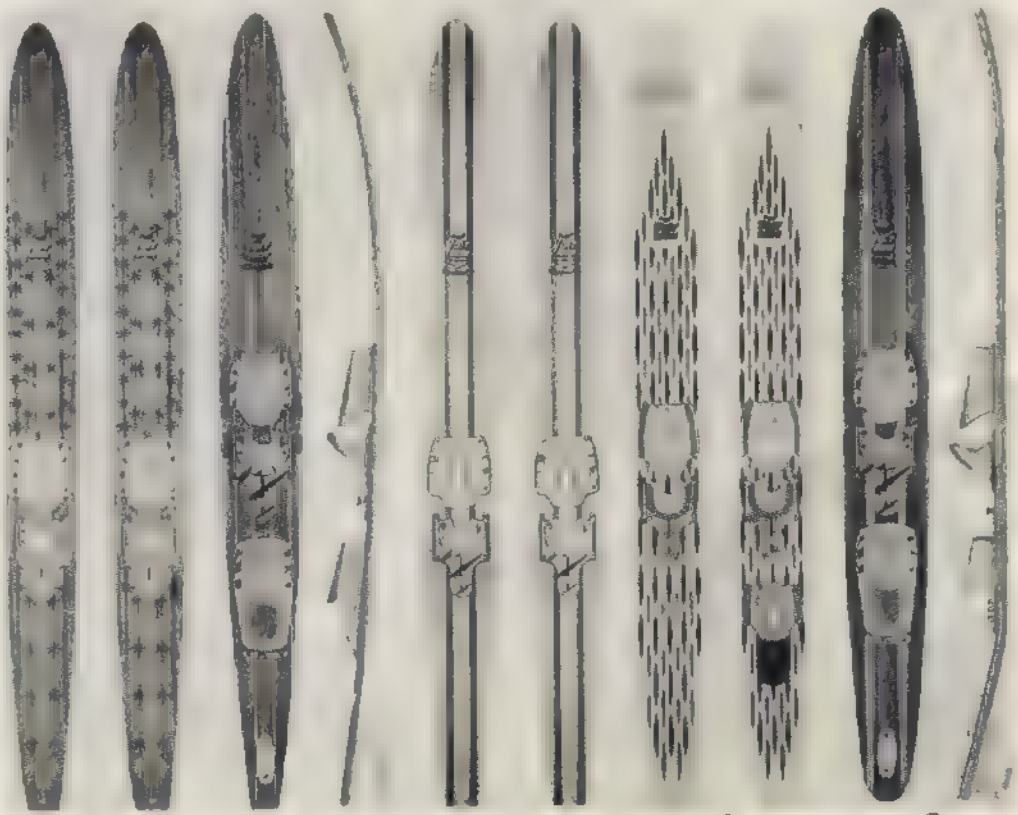
**Retail $38.00**

(B) 3823AF2100 — WS188 — 5'11"x7⅛" **Banana Peel Slalom.** Full "rocker" action plus extreme width gives the smoothest ride Mahogany top and bottom with ash inlay, double splined laminated toe, White Vinyl bindings. Finished with clear epoxy Cushion Ride Heel; Wishbone Super Skeg Ship wt. 11 lbs.

**Retail $35.00**

(C) 3824AF3000 — WS129 — 5'11"x6¾" **Pair Sculptured V-Hull Modified Banana Skis.** Solid Ash with Mahogany inlays, double splined laminated toe, deluxe White Vinyl bindings Bone White rudders Natural finish Clear epoxy coating. Ship. wt. 16 lbs.

**Retail $50.00**



Ⓐ Ⓑ Ⓒ Ⓓ Ⓔ

(D) 3825AF2400—WS163 **Modified Conversion Pair** 5'11"x6¾" Solid Spruce finished in a beautiful Gold and Black pattern on White epoxy coating Gold anodized hardware Extra mounted toe piece and Wishbone Super Skeg Double splined laminated toe White Vinyl bindings. 'Bone' White rudder Ship wt. 15 lbs.

**Retail $48.00**

(E) 3816AF1928—WS187—5'11"x7⅛" **Ski-Plane Banana Slalom.** Solid Mahogany with Inlaid Ash Clear epoxy coating 40% upturned aft plane for greater lift, less drag White vinyl bindings Double Splined laminated toe Cushion Ride Heel; Wishbone Super Skeg Ship. wt. 11 lbs.

**Retail $38.00**



**Dependable Water Ski Equipment Gives You Top Performance**

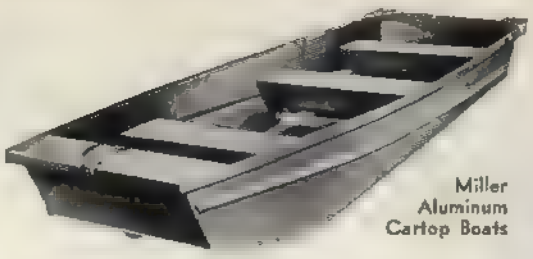
SULLIVAN

# ELITE FISH

- Complete, Ready to Sail
- Only 40 Pounds
- Safe, Sturdy
- Portable

3728AF7717—**Elite Fish. America's safest sailboat.** Here is your opportunity to own a sailboat, complete with everything at this low price. The hull is molded solidly in one piece from expanded polystyrene plastic. Its tremendous flotation character-stics make it impossible to swamp or sink and is very durable. Supports over 500 lbs. There is nothing to wear out. The hull is finished in two tone White and Blue with an Epoxy type enamel which gives a hard durable surface to the boat. Complete boat weighs approximately 40 lbs. Portable. Can be lifted by one person. Fits on top of car or in a station wagon. For use on small lakes. Ideal for the beginner, perfect for the expert. No maintenance and little storage space required. 55 sq. ft. of sails are made of Blue plastic. These will not mildew or rot as cotton sails will and are very tough and durable. Mast and boom are made of new heavy duty alloy aluminum tubing. The rudder is scientifically designed in size and shape to give the best possible steerage for this type of boat. Includes high impact styrene bow cap and new plastic mast socket. New Elite Fish insignia are furnished with each boat for display on the mainsail. Beginner's instruction manual "Learning to Sail" included. Length 11' Beam 36" Ship wt. 80 lbs. **F.O.B. N. J. Warehouse.**
**Sugg. Retail $100.00**

SWAMP PROOF — SAFE! UN-SINKABLE



Miller Aluminum Cartop Boats

**9' Pram—12' Long John**

Boats have riveted and heliarc welded hulls, non-skid bottom paint, knee reinforced transom, spar varnished motor block and press formed spray rails and gunwales. Both boats have 3 seats and ample Styrofoam flotation. Complete with oar horns and rope tie cleat.

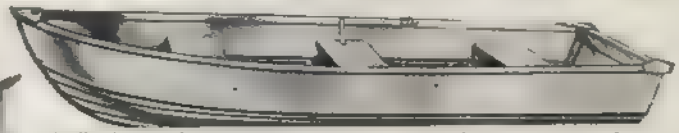
| Cat. No. | L. | Max. HP | Ship. Wt. | Retail |
|---|---|---|---|---|
| 3729AF11840 | 9' | 5 | 110 lbs. | $149.50 |
| 3730AF13900 | 12' | 7 | 137 lbs. | 177.50 |

F.O.B. MICHIGAN FACTORY VIA TRUCK

**Miller**
**Flatbottom Aluminum Cartop Boats**

Miller Boats feature riveted heliarc welded hulls; non-skid paint on bottom, knee reinforced transoms, cast aluminum lift and bow handles; spar varnished motor block. Includes rope tie cleat, anchor plate, oar horns and Styrofoam flotation. 15" bow

| Cat. No. | L. | Max HP | Ship. Wt. | Retail |
|---|---|---|---|---|
| 3137AF13550 | 12' | 5 | 135 lbs. | $169.50 |
| 3676AF17050 | 14' | 8 | 176 lbs. | 217.50 |



**Miller Lapstrake Cartoppers** *F.O.B. Michigan Factory*

Both of these models are 12' long with a 52" beam. First model has a semi-V bottom; second model, has V bottom. General features include welded seams, one-piece lapstrake bottom, non-skid paint on inside bottom, press formed knee reinforced transom, cast aluminum stern and bow handles. Both models have three pressed seats with Styrofoam flotation.

| Cat. No. | L. | Max. HP | Ship. Wt. | Retail |
|---|---|---|---|---|
| 3677AF14400 | 12' | 8 | 130 lbs. | $179.50 |
| 3678AF16800 | 12' | 10 | 137 lbs. | 214.50 |

**American LaFrance**

1412G997—**Fire Extinguisher.** Offers 50% more extinguishing performance. Contains 2½ lbs. of New Dry Chemical formula. Drawn steel shell with Delrin molded non-corrosive valve body. New carrying handle and operating lever. Two piece bracket set can be used for wall mounting or vehicle installation. U.L. Approved. Ship wt. 8½ lbs. **Sugg. Retail $14.95**

**All-New Extinguisher**

3679A567—Light, compact 2 lb dry chemical extinguisher. 14" long it has approval of both U.S. Coast Guard and Underwriters' Laboratories.
**Sugg. Ret. $11.95**
3686A333 Disposable Recharge Cylinder for above. **Sugg. Ret. $2.95**

**Outboard Motor Maintenance Kit**

1092G700—For all sm. l engines. 36-Piece tool kit contains the tools necessary for satisfactory motor operation and maintenance. Includes the new spark plug holding socket for safe and easy removal. Complete with ignition and steering tools and outboard instruction manual. In waterproof "Roll-up" kit. Ship. wt. 3 lbs.
**Sugg. Retail $10.98**

# VOIT VINYL BOATS

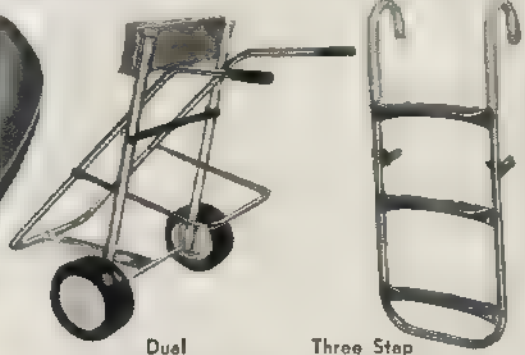
## HEAVY DUTY VINYL INFLATABLE BOATS

**3-Man Utility Boat**

3464A3333—Largest inflatable boat ever offered. 8½'x4½'x40" high. Double gauge extra heavy duty Blue laminated vinyl. Three oversized valves to separate air chambers for easy inflation and deflation. Complete with Tow Rope, Tie-on Ropes for oars, and diagrams for building and installing seat and seat and motor attachments. Ship wt. 16 lbs.
**Retail $49.95**

**Utility Boat**

3465A2667—Two-man dinghy 7'x4½'x15" high. Double gauge extra heavy duty Blue laminated vinyl. Two oversized metal valves to separate air chambers for safety and easy inflation and deflation. Complete with Life Line and Inflator. **Air mattress not included.** Ship wt. 14 lbs. **Retail $39.95**



**Dual Wheel Cart**

2763AF1840—For large HP motors. Extra heavy duty uprights and larger heavier handles. Nested, 10 x 1.75 dual wheels. Ship wt. 34 lbs. **F.O.B. Minnesota Factory. Sugg. Retail $39.95**
3000AF1140 **Motor Carrier.** Heavy duty 1-in. uprights. Folds flat. 8x1.75 sing e semi-pneumatic tires. Recommended for up to 40 HP motors without electric starters. Ship wt 23½ lbs. **Sugg. Retail $18.95**

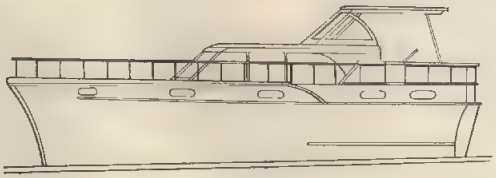
**Three Step Boarding Ladder**

3512AF1800—Polished aluminum tubing is filled with styrofoam to prevent sinking. New 2¾" plastic steps with raised weave pattern for traction. 10-inch vinyl covered swivel hooks, 3 steps. Ship wt. 6 lbs.
**Mfr's. Sugg. Ret. $18.00**
3511A900 — Same as above with 2 steps.
**Mfr's. Sugg. Ret. $15.00**

# 1963 WILLIS CRAFT

## 44' x 14'6" Double Cabin

Sport Fisherman or Sedan available in either the trunk cabin or raised deck model. 30'—36'—40'—44' available in standard models. Other size boats are custom built to buyer's specifications.

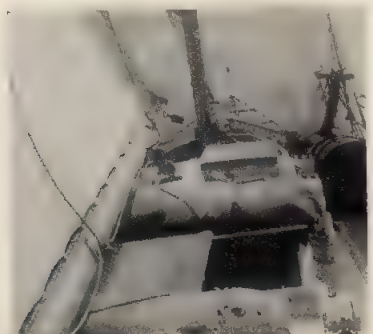


Call, wire or write for information on either gas, diesel, single or twin screw.

**M. W. WILLIS & SONS BOAT WORKS**
**MARSHALLBERG, N. C. • Phone 919 PA 9-3341**


trimmed and tiller lashed. she held her course without requiring a helmsman. Nellie balanced well anywhere from on the wind to wind abeam, and with mizzen furled she often sailed unattended with the wind on her quarter. Once trimmed, she held her course as well as with any iron-mike. A wind shift or increase or drop in force would affect the balance, but we were always casting glances at the check compass on the mast below (perhaps our nearest approach to standing watch) and would quickly make the necessary adjustments. Even so, Nellie sailed for days at a stretch without adjustments when the breeze held steady.

There were few tricks at the helm, no constant sail drill, no clambering in and out of bunks all standing and no struggle to stay in the bunks. There were canvas dodgers



*With her tiller lashed and the Pacific sliding idly away astern, the ketch Nellie Brush makes for San Diego.*

fastened to the overhead instead of bunk boards, making the bunks similar to hammocks at certain angles of heel. After a full eight or twelve hour night's sleep, one or the other of us rolled out at sunrise—whoever was the most hungry, usually—and ambled topside to check the weather, wind (?), things in general and turn off the masthead light we carried throughout the trip just in case some long overdue clipper did bear down on us in the dark. He then perked the coffee and the second man hit the deck.

We took turns cooking. While one cooked the other washed. Alternating by meal, we each had the opportunity to concoct something to whet the appetite. Besides canned goods. there was also salt goat from the Galapagos and salt dried fish that we prepared when we caught more than we required. What we did to the goat would make a chef shudder—yet, what cookbook offers up salt goat much these days? At any rate, neither of us complained about the other's efforts, for his turn was next. (I did learn, however, after we were safe in port, that my mixture of powdered egg, powdered milk, canned liver paste and dehydrated onions offered for lunch as egg foo Yung had not been joyfully received.)

We would generally play one or two games of chess while our breakfast settled and before cleaning up the galley. After, we would usually pick up our current book and hole up somewhere: back in our bunks or on deck if there was shade, or perhaps in the cockpit. When we turned to our books we were unconsciously seeking seclusion. We did not consciously seperate ourselve from each other, but since, on a small boat for long periods, one does see much of his shipmate, we just automatically respected each other's privacy as much as possible. As a result, after a year of cruising, Forrest and I parted as amicable and friendly as when we set forth. Not always the case after a long cruise.

Every other day or so one of us would take a morning and noon sight and plot our position, more as a matter of interest in our progress than in our location, for near the end of the voyage Nellie was averaging only 30 miles or less a day. If we were in the middle of a chess game, though, and suddenly realized we had missed a sight, we'd shrug and mumble: "Oh. well—catch it tomorrow." No jet airliner could say that!

Early in our raft-like progress we went over the side to swim and bathe and discovered growing on the hull a garden of gooseneck barnacles so thick that small fish and crabs had set up housekeeping. Forrest and I took turns with mask and scraper cleaning the hull from stem to stern. To complete the task required two glass calm mornings with the whole Pacific as a shipyard.

# Wilson GOLF CLUBS

## ENDORSED BY GREAT CHAMPIONS

## Sam Snead and Arnold Palmer

### *Sam Snead* . . . ONE OF GOLF'S ALL-TIME GREATS

Sam Snead has been an outstanding golfer since 1934 and is a member of Golf's Hall of Fame. He has the finest natural swing in golf and has never taken a lesson. The British Open, Three PGA championships, and three Masters titles are among his important wins. As a member of Wilson's advisory staff, he fully endorses the golf clubs bearing his name.

SIGNATURE

**IRONS**—New type head with streamlined back flange. Bright Chrome finish, sand blasted face. Reminder grip in calfskin with matching stitching. Chrome plated shaft. Matched and registered. Available in right- or left-hand sets. Specify on order.

2458A1258—Set of 9 Irons—2, 3, 4, 5, 6, 7, 8, 9, Pitching Wedge. Retail $173.25

2459A8379—Set of 6 Irons—5, 6, 7, 8, 9, Putter. Retail $115.50

**WOODS**—Beautiful finish; large, colorful nylon face insert. Strata-Bloc construction. Chrome plated shaft. Calfskin Reminder grip with matching stitching. One-piece metal sole plate. Matched and registered. Available in right or left-hand sets. Specify on order.

2460A7791—Set of 4 Woods—Driver, Brassie, Spoon, & No. 4 Spoon Retail $106.00

2461A5846—Set of 3 Woods—Driver, Spoon and No. 4 Spoon. Retail $79.00

CHAMPIONSHIP

**IRONS**—Power-laden irons in bright Chrome finish. Solid sandblasted face with straight line scoring. Carefully controlled weight distribution insures correct balance on every Championship iron. Shaft made from only the finest metals and plated with highly polished Chrome. Reminder grip of fine calfskin. Each set matched and registered. Right hand only.

2462A9594—Set of 9 Irons—2, 3, 4, 5, 6, 7, 8, 9, Pitching Wedge. Retail $131.66

2463A6395—Set of 6 Irons—3, 5, 7, 8, 9, Putter. Retail $87.90

**WOODS**—The favorite woods of thousands of golfers throughout the country. Strata-Bloc heads. Keystone fiber face insert. Embossed, one-piece metal plate fitted to sole of club for precise balance. Calfskin Reminder grip fitted to a Chrome Plated shaft. Each set matched and registered. Right hand only.

2464A6174—Set of 4 Woods—Driver, Brassie, Spoon, No. 4 Spoon. Retail $84.00

2465A4631—Set of 3 Woods, Driver, Spoon, No. 4 Spoon. Retail $63.00

BLUE RIDGE

**IRONS**—Streamlined single flange blade. Bright Chrome finish. Solid sand blasted face, straight Line scoring. Reminder grip of perforated, excellent quality calfskin. Aer-Flo shaft. Each set matched. Left hand available on special order basis from factory.

2466A5645—Set of 8 Irons—2, 3, 4, 5, 6, 7, 8, 9. Retail $77.00

2467A3528—Set of 5 Irons—5, 6, 7, 9, Putter. Retail $48.25

**WOODS**—Dependable Strata-Bloc woods enhanced by a colorful Nylon face insert. Chrome Plated Aer-Flo shaft. new one-piece metal sole plate scientifically fitted for precise balance. Reminder grip in Calfskin. Careful manufacturing coupled with unusually modest price make the Blue Ridge woods a steady favorite. Each set matched. Left hand available on special order basis from factory.

2468A4234—Set of 4 Woods—Driver, Brassie, Spoon No. 4 Spoon Retail $58.00

2469A5177—Set of 3 Woods—Driver, Spoon No. 4 Spoon Retail $43.50

2488A2117—Set of 2 Woods—Driver and Spoon Retail $29.00

WILSON FEATURES: STRATA-BLOC WOODS, BALANCED IRONS, REMINDER GRIPS.

### *Arnold Palmer* . . .

### THE MAN TO BEAT IN ANY TOURNAMENT

Arnold Palmer turned professional in November of 1954, after winning many amateur crowns. Powerfully built, Arnold is especially proficient with wood and long iron shots. He was golf's leading money winner for 1958 and 1960. Three time winner of the Masters tournament and a leading contender for golfer of the year in 1962.

**IRONS**—Golfers praise the value of these Wilson quality irons—the Arnold Palmer Shotmaker. Plated with highly polished Chrome. New blade design for perfect weight distribution and crisper, cleaner shots. Chrome Plated Flex Action shaft, and topped with the exclusive Reminder grip of excellent quality calfskin leather. Each set is matched. Available in right hand only.

3161A7232—Set of 8 Irons—2, 3, 4, 5, 6, 7, 8, 9. Retail $100.00

3611A5424—Set of 6 Irons—3, 5, 7, 8, 9, and Putter. Retail $75.00

3162A4523—Set of 5 Irons—3, 5, 7, 9, and Putter. Retail $62.50

**WOODS**—Smart companions to the Palmer Shotmaker Irons. Strata-Bloc heads with Keystone fiber face insert. Precision balance insured through scientifically constructed butterfly sole plate of burnished metal. Chrome Plated Flex Action shaft. Reminder grip in calfskin. Each set is matched. Available in right hand only.

3163A5292—Set of 4 Woods, Driver, Brassie, Spoon and No. 4 Spoon. Retail $72.00

3164A3969—Set of 3 Woods, Driver, Spoon and No. 4 Spoon. Retail $54.00

3612A2646—Set of 2 Woods, Driver and Spoon. Retail $36.00

# Burke GOLF CLUBS

First in Golf — Since 1910

★ MOST POWERFUL CLUBS BUILT ★ GUARANTEED IN WRITING

## WITH STEEL OR FIBERGLAS SHAFTS

AUTOGRAPHED BY Chick Harbert

A National PGA Champion winner of most prof sional driving contests — recommends Burke Bombers recognized since 1910 as most powerful in golf

**LEATHER GRIPS** Top grain leather, spiral wound over molded cork and rubber listing for uniformity and cushion feel

**BOMBER WOODS AND IRONS** — Players seeking power and the latest in styling choose this Burke model. Only 12% of all prime Persimmon blocks are found suitable for Bomber Woods These are seasoned and treated with exclusive Burke formula, finished in gleaming Cherry Durovar to give you a wood finish that will not chip, crack or peel under harsh use Fitted with first grade True Temper Shafts and leather grips. Each club is balanced and matched to others in the set. BOMBER IRONS have exclusive back design to put added weight directly back of hitting area You'll score better with this built in added vardage feature Bright chrome finish with sand blasted face Grips and shafts are the same as Bomber Woods. All sets are registered and guaranteed in writing Men's right and left hand.

Left hand available on special order basis from factory.

| BOMBER WOODS—Specify Right or Left Hand | Retail |
|---|---|
| 3572A5200—Set of 4 Woods. (1, 2, 3, & 4). Ship. wt. 6 lbs. | $104.00 |
| 3574A3900—Set of 3 Woods. (1, 2, 3). Ship wt. 5 lbs. | 76.00 |
| 3575A3900—Set of 3 Woods. (1, 3, 4). Ship wt. 5 lbs. | 76.00 |

| BOMBER IRONS—Specify Right or Left Hand | Retail |
|---|---|
| 3576A8000—Set of 9 Irons (2 thru 9 & Wedge) Ship. wt 12 lbs | $160.00 |
| 3830A7200—Set of 8 Irons. (2 thru 9). Ship. wt. 11 lbs. | 144.00 |
| 3831A5400—Set of 6 Irons. (3, 4, 5, 7, 9 & Wedge) Ship wt 8 lbs | 108.00 |

## NEW Hy-Speed MODELS WITH Fiberglas Shafts

Newest clubs on the market are these Hy-Speed Models with 100% Fiberglas Wonder Shafts. The performance of this Fiberglas shaft under severe playing conditions has been amazing Players are enthusiastic about the responsiveness and power that results from genuine Fiberglas. Head design identical to Bomber Woods and Irons above. Grips are hand fitting cork and rubber. All sets are matched, registered and guaranteed in writing. Men's right and left hand models

| HY-SPEED WOODS—Men's Right and Left Hand Models | Retail |
|---|---|
| 3832A5500—Set of 4 Woods. (1, 2, 3 & 4). Ship. wt 6 lbs. | $110.00 |
| 3833A4125—Set of 3 Woods (1, 3, 4). Ship. wt 5 lbs | 82.50 |
| 3834A4125—Set of 3 Woods. (1, 2, 3). Ship. wt 5 lbs | 82.50 |

| HY-SPEED IRONS—Men's Right and Left Hand Models | Retail |
|---|---|
| 3835A8500—Set of 9 Irons. (2 thru 9 & Wedge). Ship wt 12 lbs | $170.00 |
| 3836A7600—Set of 8 Irons (2 thru 9). Ship wt 11 lbs. | 152.00 |
| 3837A5700—Set of 6 Irons. (3, 4, 5, 7, 9 & Wedge) Ship wt 8 lbs | 114.00 |

**NO SHOCK** Vibration and shock are absorbed by the thousands of glass fiber running the length of the shaft — from hands to club head

**MORE PROJECTIVE POWER** Tests show that 100% Fiberglas gives 30% more projective power This amazing responsiveness aids control and distance

Lady Burke Victor

**WOODS & IRONS**

***Designed especially for Feminine Play.***

Superior in every respect are these famous Lady Burke models — finest in fashion and playability. Woods are carefully crafted from choice Persimmon finished with exclusive Burke Durovar which will stay new looking for years. Faces have contrasting insert. Irons are heavily chrome plated and polished to a lustrous finish. A sweeping bar on the back concentrates weight in the hitting area to give more fairway power — greater accuracy. Woods and irons have True Temper Shafts and leather reminder type grips. Ladies' right or left hand models

| LADY BURKE—VICTOR WOODS—Specify Right or Left Hand | Retail |
|---|---|
| 3844A3150—Set of 3 Woods. (1, 3 & 4) Ship. wt. 5 lbs. | $54.00 |
| 3845A2100—Set of 2 Woods. (1 & 3) Ship. wt. 4 lbs. | 36.00 |

| LADY BURKE—VICTOR IRONS—Specify Right or Left Hand | Retail |
|---|---|
| 3846A5500—Set of 8 Irons. (3 thru 9 & Wedge). Ship. wt. 11 lbs | $96.00 |
| 3847A4200—Set of 6 Irons. (3, 5, 7, 9, P & W). Ship. wt. 8 lbs. | 72.00 |
| 3848A3500—Set of 5 Irons. (3, 5, 7, 9 & Putter). Ship wt 7 lbs. | 60.00 |

**WOODS & IRONS**

***Championship Quality at a Modest Price***

Whether you are a beginner or an expert you'll play better with these powerful balanced clubs. Woods are deep Mahogany, turned from double kiln-dried Persimmon Finished in lustrous Durovar, an exclusive Burke formula that will keep these woods looking like new indefinitely. Woods and irons have True Temper Shafts — Leather grips with reminder feature. Irons are heavily chrome plated and have power weighted back design. You can relax, swing and get distance naturally from this new Burke design Men's right and left hand models.

| BURKE VICTOR WOODS—Specify Right or Left Hand | Retail |
|---|---|
| 3838A4200—Set of 4 Woods (1, 2, 3 & 4). Ship. wt. 6 lbs. | $72.00 |
| 3839A3100—Set of 3 Woods (1, 3 4). Ship wt 5 lbs. | 54.00 |
| 3840A2100—Set of 2 Woods (1 & 3). Ship wt 4 lbs. | 36.00 |

| BURKE VICTOR IRONS—Specify Right or Left Hand | Retail |
|---|---|
| 3841A5500—Set of 8 Irons. (3 thru 9 & Wedge). Ship wt. 11 lbs | $96.00 |
| 3842A4200—Set of 6 Irons (3, 5, 7, 9, P & W) Ship. wt. 8 lbs. | 72.00 |
| 3843A3500—Set of 5 Irons. (3, 5, 7, 9 & Putter). Ship. wt. 7 lbs. | 60.00 |

# TENNIS RACKETS

(A) 1598A1565—"Jack Kramer Autograph." Strata-Bow construction of finest white ash. Selected natural beech shoulder overlays and long White Speed-Flex fibre throat faces. Rawhide on outside and white fiber reinforcement on the inside of shoulders. Perforated leather center skived grip. Strung with multi-ply nylon. Retail $24.00

(B 1600A1176—"Kramer-Pro" Tennis Racket. Flex-shaft model with laminated Strata-Bow frame. Finished in Black and White with fibre reinforcements. Center skived, perforated Red leather grip. Multi-ply nylon strung. Retail $18.00

2598A667—Kramer Flight. Strata-bow frame with two Black fibers in the bow. Bright Red throat, White shoulders and handle. Black leather grip 4⅜". Dura-Ply strung.

Retail $10.00

(C 2560A470—Youth Racket. Specially designed racket to give youngsters the proper start in tennis. Sturdy strata-bow frame with multi-filament stringing. Perforated leather grip. 4⅛" handle size. Retail $7.50

### Wilson Tennis Balls

$2.34 30¢ Cans of 3 each 100 natural rubber balls hermetically sealed. Extra duty championship, for hard surface courts. White color. Retail $2.75 Tube

### Spalding Tennis Balls

$2.62 30¢—Designed for play on hard surface. Extra tough cover provides maximum abrasion resistance. Natural rubber center. 3 balls in hermetically sealed can. White color.

Retail $2.75 Tube

(D) 1600A1326—Wilson's "Mary Hardwick Signature." Strata-Bow frame with Blue Speed-Flex fibre throat face. White fibre outside shoulder reinforcements and White shoulder overlays. Perforated, Blue Calfskin grip. Strung with multi-ply nylon. Retail $20.50

(E 2768A480—Spalding's "Doris Hart Signature." Constructed of nine plies of maple and fibres. Inside reinforcement on throat and shoulders and full overlays. Finished in white and natural. Blue perforated leather grip. Strung with multi-filament nylon. Retail $12.45

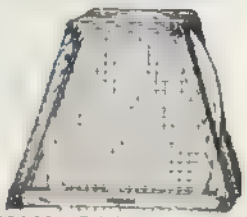
(F) 2761A1600—Spalding's "Gonzales Autograph." Laminated of selected hardwoods and fibres. Reinforced throat shoulders, and handle. Tan perforated leather grip. Multi-filament nylon strung. Retail $24.00

2150A500—Spalding's "Gonzales Signature." Constructed of laminated maple and fibre strips with long throat. Throat and inside shoulders reinforced. Natural finish with white throat faces and sides. Tan perforated leather grip. Strung with multi-filament nylon. Retail $12.45

1338A100—Deluxe Cover Press. Covers are made of double texture, waterproof fabric in attractive plaids. Have 3 ball pocket, name plate, hanger loop and elastic tie straps. Fine hardwood frames, lacquer finish, end caps fitted with smooth nickel plated ball caps. Eliminates sharp edges. All corners are rounded and edges bevelled. Complete protection for your racket.

Mfr's. Sugg. Retail $2.95

## RACKET PRESSES



938A98—RACKET PRESS

Hardwood press with 4 wing-nut screws for easy tightening. Keeps your racket in top-notch condition and the frame straight.

Retail $1.35

### Aero Aluminum Badminton Set

1879A1565—The perfect set for the summertime favorite of families all over America. This fine quality set contains four handsomely styled rackets of solid Alcoa aluminum. Durable sure handling rubber grips. Strung with multi-ply Nylon. Two shuttlecocks, net, stakes, rope, poles. Instruction book and carrying box.

Retail $25.00

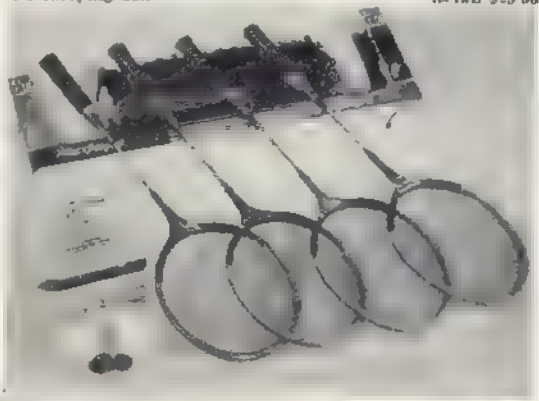
### Regent Badminton and Volleyball Set

2866A945—Set consists of official size volleyball, 20' tapered top net, 4 nylon strung, steel shafted rackets with rubber grips, 2 plastic shuttlecocks, complete set of poles, ropes and nets, stakes, pump and inflating needle, instruction sheet. Ship. wt. 7½ lbs.

Sugg. Retail $15.95

### MacGregor Badminton Set

3888A800—Complete badminton outfit, nothing else to buy. Set contains 4 size, shafted Hawk rackets. Designed for durability and fast action, with natural bow and light blue shoulders and throat. Included are two plastic shuttlecocks, one net, one set of metal posts, pegs and a handy plastic carrying case. Ship. wt. 9 lbs. Retail $12.00



# ...and now it's
# THE FLINTSTONES
## DOODLE DIALER

Another
**WINTHROP**
**$1.00 HIT!**

***BRAND NEW***
***Ready to ship!***

**Turn knobs for THOUSANDS (17,820) of FUNNY FLINTSTONE FACES!**

**BIG 13⅝"x16" SIZE**

NO. 300

©HANNA BARBERA PRODUCTIONS INC '63

1 Doz. Carton - 8 lbs.

**LARGE 11 1/2"x14" size**
**NO. 100 - 1 doz. carton - 14 lbs.**

***.....still going strong***
## The DOODLE SKETCHER

**The FIRST Push Button Slate and still by far *THE LARGEST!***

**Original quality with PLASTIC PUSH BUTTON**

**WINTHROP-ATKINS CO., INC. Middleboro, Mass.**

New York Sales Office 200 FIFTH AVE., NEW YORK 10, N. Y

Robert W. Burns - Stoneham, Mass
Robert P. Ingram & Co. - Kansas City, Mo.
R.O. Landsman & Asso. - Chicago
William J. Mandell - New York, N. Y.
Charles P. Swift & Asso. - Dallas, Texas

# REAP more profits with AMF

## Super Trac—the "Big Wheel" of AMF's Full Line of Tractors

This Super-Trac Chain Drive is the star of AMF's tractor line because it has that "real" look that really sells. The Super-Trac Chain Drive plows under competition with eye-appeal. Its huge semi-pneumatic tractor-tread rear tires and new three-dimensional motor block add an authentic tractor look—the look young sprouts want. Write or call your AMF representative for complete information on AMF's full line for '63.

D-537 Super-Trac

D-950 AMF Velocipede

D-498 AMF Scat Car

D-489 AMF Scat-Trac

D-519 AMF Auto

AMF WHEEL GOODS DIVISION
American Machine & Foundry Company • AMF Wheel Goods Division, Olney, Ill.
AMF Cycle Division, Little Rock, Ark. • AMF Hercules Division, New York, N. Y.

Wolverine's exciting new line of

appeal-engineered toys...

features

dynamic display

packaging to increase

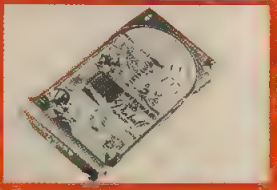
your sales at a profit!

with Lock and Key . . . Makes Neatness Fun!

RITE HITE Appliances! Redesigned for even greater sales!

EXCITING NEW PACKAGING . . . Set-up for Display — Ready for Sales!

NEW BOARDS! NEW PACKAGING!



BAGATELLE GAME $1 — $2 — $3

WOLVERINE TOY COMPANY, INC.

OVER 60 YEARS OF SKILLED TOYMANSHIP

Sales Office & Display Room 200 FIFTH AVE., NEW YORK 10, N. Y. • Factory & General Offices PITTSBURGH 33, PA.

the direction of this train is west, not east — that is to say, from Quebec to Montreal

*William Clarke.*
9770 Marie Lemenf, Trois Rivieres, Que., Canada

¶"I readily sympathize," comments Author Don Steffee, "with the reader who feels that his favorite road isn't getting a fair shake in the annual speed survey write-up. However, there isn't the available space in which to cover each road in the minute detail that Readers Korsnes and Levay would wish for Canadian National and New Haven. Of the 12 pages allotted to the 1962 edition, 8 were filled with tabulations, and photographs and their captions claimed another 1½ pages. Just 2½ pages remained for recording happenings on 36 U.S. roads, the 2 Canadian lines, and the national systems of a dozen foreign countries. It would be easier to copy Act I of *Hamlet* on a postage stamp.

"Of necessity, therefore, the writeup is confined to highlights and developments of the most far-reaching importance which would be of interest to readers throughout the U.S.A. and abroad, not just to those working for the AB&C or living along the PD&Q's main line. The headlines and longer paragraphs are given to the roads making the most significant changes during the year under survey, such as the extraordinary increase in speed mileage on New York Central last year which called for detailed explanation. Mr. Korsnes will find that in the passenger field Canadian National received the second longest treatment (page 40) of any North American road. On the New Haven the most important change was the improvement of the Boston-Washington services headed by the restoration of the *Senator*. A *restoration* of a train in these trying days is something to write about. The 35-minute speedup of the eastbound *Murray Hill* was most noteworthy. Other changes boil down to alterations of a few train names and numbers. Good as were the improvements made in its timetable of last fall, New Haven is still far behind its performance of a few years ago when the 4-hour shoreline schedules were in effect — and many more trains were running as well.

"Omission of certain runs from the individual listings is dictated by our long-standing policy of restricting those roads that do not attain 70 mph scheduled speeds to a single entry — which, of course, would be its *top* run. This affects such roads as New Haven, Norfolk & Western, and Southern. In the 'Table of Aggregate Mileage' all of these roads receive just due. The New Haven is credited with three runs in the 65 mph column. Mr. Levay will note that two runs are timed in 40

# This railroad is more than trains

Southern Pacific is trains, trucks, piggyback, and pipelines — a diversified transportation *system* serving 11 Western and Southwestern states. In this fast-growing "Golden Empire", Southern Pacific offers a wider choice of routes, more specialized equipment, and direct service to more points than any other carrier. Next time *you* ship (or travel), call S.P.

1930's for express passenger service between Victoria and Waterloo stations and the South Coast resort cities of England. They continued to be used on fast trains until December 31, 1962, when the entire class was simultaneously taken out of service. British Railways has kindly set aside one of the Schools in best mechanical condition pending the organization of a plan to import the train to these shores.

Persons interested in joining this cause should write me

*Edgar T. Mead Jr.*
1158 5th Ave. New York 27, N. Y.

### Keen office

Thought you might be interested to know that the McKeen car mentioned in the April article on the Alaska Railroad [page 46] is still in existence. When I was in Anchorage it was being used as an auto-wrecker's office on the road from Anchorage to the Richardson Air Force Base.

*Harvey Dust.*
516 English St., London, Ont., Canada

### Dodge dodge

The new Dodge commercial was supposedly filmed back East but really was made at Arcadia, Calif., and shows Santa Fe diesels 57 and 72 with coaches 3104 and 2953. Extra 57 was at Arcadia from 6 a.m. to 4 p.m. on the filming day and filming was finished by 11 a.m. The baggage, candy machine, bench, and call board are props since Arcadia is a freight-only station. The Boy Scouts in the picture were there all day and did their homework in the chair cars.

Wonder how many were caught near the main line when No. 20 went through?

*Gary Miller.*
1621 S. Second Ave., Arcadia, Calif.

### Wonders of the night

A night so frigid it took your breath away settled over the North German moors. I stood in the dim vestibule at the rear of the last bucking car of the *Nord Express* as she plunged toward Paris with a devil on her tail, through a murky limitless scene of snow and gaunt black trees. Grade crossings flashed and faded into the night — little lonely pools of light as the red and white barriers rose slowly to let a pair of headlights pick their way gingerly across our wake.

Yards flecked with yellow dwarf switchstands held long gloomy rows of cars, and freights simmered patiently waiting their turn, their lean 2-8-2's looming up swathed in steam. Green signals faded behind. Then *whoom!* Rose and yellow flickered across the snow as a northbound freight blasted past and was swallowed up in its own white and gray billows. Red signal, then green ones, then *whoom!* again, and again. Once it was a darkened express, the cab of the engine and the steam above glowing fiery red.

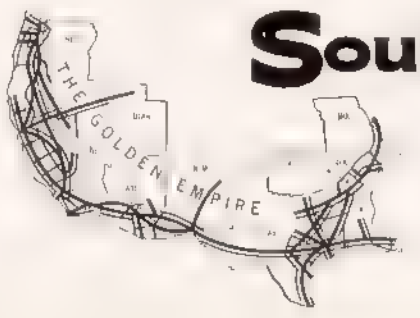
In the *Nord Express* that night, as she screamed through her special world of flying scud and colored lights, were those who had left their cars behind, immobilized by the sheets of ice that had passed as highways for weeks now; and those who had circled over fogbound airports and had been diverted to distant

# Quick lift for freight

To speed the transfer of piggyback containers and trailers, this new S.P. mobile crane rolls right along the train. Straddling both truck and flat car, it loads or unloads in one swift operation.

Two of these big fellows are on duty now at S.P.'s Los Angeles and Oakland freight terminals. Each has the muscle to hoist 40 tons. Between them, they keep terminal time to a minimum for container shipments now scheduled regularly on S.P. between these major California markets.

Another new advance in freight handling efficiency to save time for shippers on S.P.




**Southern Pacific**

Serving the Golden Empire with
TRAINS • TRUCKS
PIGGYBACK • PIPELINES

# Room service at 60 miles an hour on "THE CRESCENT"

**Luxurious streamlined train between NEW YORK and NEW ORLEANS via Washington, Atlanta, Montgomery**

SURE you can travel faster, but are you *really* in that much of a rush to get there? Next time, take time to relax and have some *fun* along the way. Take *The Crescent!*

Whether you're traveling alone or with a group ...whether on business or for pleasure...you'll enjoy a world of travel comfort aboard this popular streamlined through train. And you'll arrive rested and refreshed, in the heart of the city.

This fine train offers accommodations for every travel need: Bedrooms en suite, Bedrooms, Roomettes, Drawing Rooms and a Master Room with radio and shower. Reclining-seat coaches between Washington and Charlotte, Atlanta and New Orleans. Excellent dining and lounge facilities.

**MAKE RESERVATIONS NOW! BUY ROUND-TRIP TICKETS AND SAVE!**

**SOUTHERN RAILWAY SYSTEM**

LOOK SOUTH LOOK AHEAD

# "Sleep tight"
## (and she will!) on
# "THE SOUTHERNER"

**Superb streamliner between NEW YORK and NEW ORLEANS via Washington, Atlanta, Birmingham**

WHY not treat your youngsters to an overnight trip on the train? And if you're traveling alone—treat yourself! Take "The Southerner" and enjoy a pleasant, relaxing ride...fine meals...a refreshing night's sleep...then, mid-city arrival conveniently near to where you want to go.

"The Southerner" is one of the South's fine trains. It offers fast, daily through service, with a wide selection of both coach and Pullman accommodations to meet every travel need. Fine dining car service is available for all passengers to enjoy. Take the easy, worry-free way to make a trip. Take "The Southerner."

**AVOID THE STRAIN—RIDE THE TRAIN!**

# SOUTHERN RAILWAY SYSTEM

# Here is Tootsietoy Racing

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

**HERE IS TOOTSIETOY RACING**

the all new racing line promot onally des gned promot onally packaged and promotionaly pr ced to be the b g sales hit of the year! The promo tional line guaranteed to sell on s ght!

**HERE IS TOOTSIETOY RACING!**

two big volume co.orfu rac ng sets jam packed with greater play value fun and fast action coordination training and de ightfu table top entertainment for the entire family

**HERE IS TOOTSIETOY RACING**

brimming with the magic that appeals t the kiddy car set and the va ues parents ove with every part backed and guara teed by Tootsietoy's 85 year reputation of d rab ty and q a ty!

**HERE IS TOOTSIETOY RACING**

w th dramat c fu l (s o adverts ng in Reader's Digest and other nat o l pr d ca ons se ng and te ling over 30 m on buyers Here s the most exc t ng toy produc of 1963 HERE TOOTSIETOY RAC NG

## 2 GREAT SETS!

No 5200 'Monza Big Power 8 complete with 3 volt power pack 2 rheostat contro s 2 die cast metal Corva r Monzas figure 8 t ack 46 x 29 Retail $16 00

No 5100 'Monza 8 battery operated racing set complete with button controls 2 d e cast meta Corvair Monzas figure 8 track 31½" x 12½" Reta l $8 00

*Write for full-color catalog*

DOWST MFG CO 6JO N Pulaski Rd Chicago 24 Illinois

# tootsietoy RACING!

May 1963

AUDITED PAID CIRCULATION ABC

# Playthings

*the national magazine of the toy trade*

Excitingly Different!

MURRAY

CHAIN DRIVE VELOCIPEDES

This completely new design features: —

- Deep, lower platform plus step up plate
- Chain guard enclosed on both sides.
- Lustrous new head ornament
- New saddle with silver Mylar trim.
- New plastic grips, knuckle guards, streamers.
- Massive hubcaps. Big rubber pedals
- Deluxe and standard quality models, both in two sizes

More Children Ride on MURRAY Wheels
Than Any Other Kind

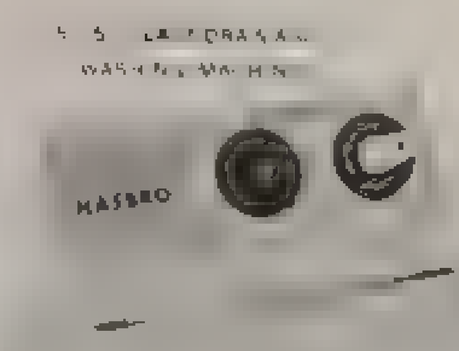
COMMENDED PARENTS

THE MURRAY OHIO MFG. CO.
Nashville 4, Tennessee

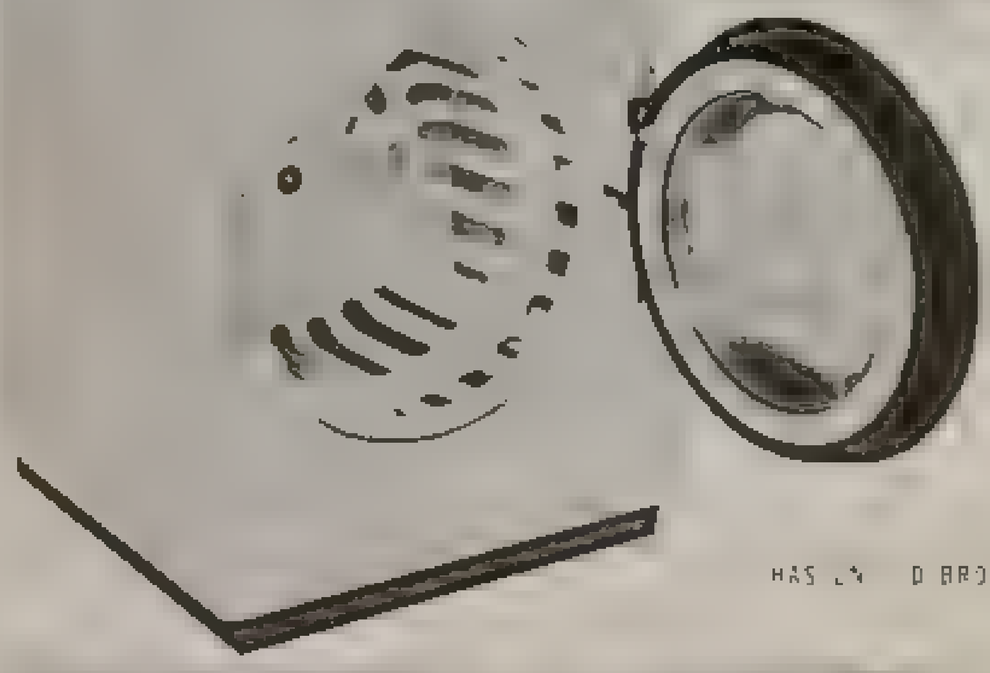

CONTENTS . . . PAGE 2

11TH HOUR REPORT . . . PAGE 6

HEAR THE DRUMS? HERE IT COMES!

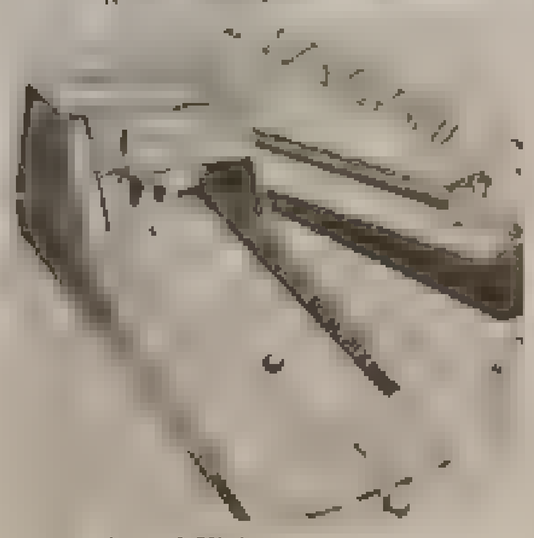


# THE HASBRO TOY PARADE



Merchandising Features Fall Selling Season

HASBRO BRADLEY, INC. Announces Introduction of Its Full Line of



# What makes SKOOZ-IT the $1 game of the year?

**SKOOZ-IT** offers more play per $1 than any game in years.
**SKOOZ-IT** plays right out of its handy, durable package.
**SKOOZ-IT** is a sure-fire impulse seller at $1.
**SKOOZ-IT** has no season, it's a year 'round staple at $1
**SKOOZ-IT** is a natural for mass display; watch it move

SKOOZ IT is [illegible] Walt Disney [illegible] Mickey Mouse and Donald Duck as well as other [illegible] Tri-ang Pedigree Toys [illegible] Skoozit [illegible] opposite Skoozit [illegible] Tv [illegible]

me time

They're wonderful games, they're Ideal
IDEAL TOY CORPORATION,
200 FIFTH AVENUE, NEW YORK 10, N Y

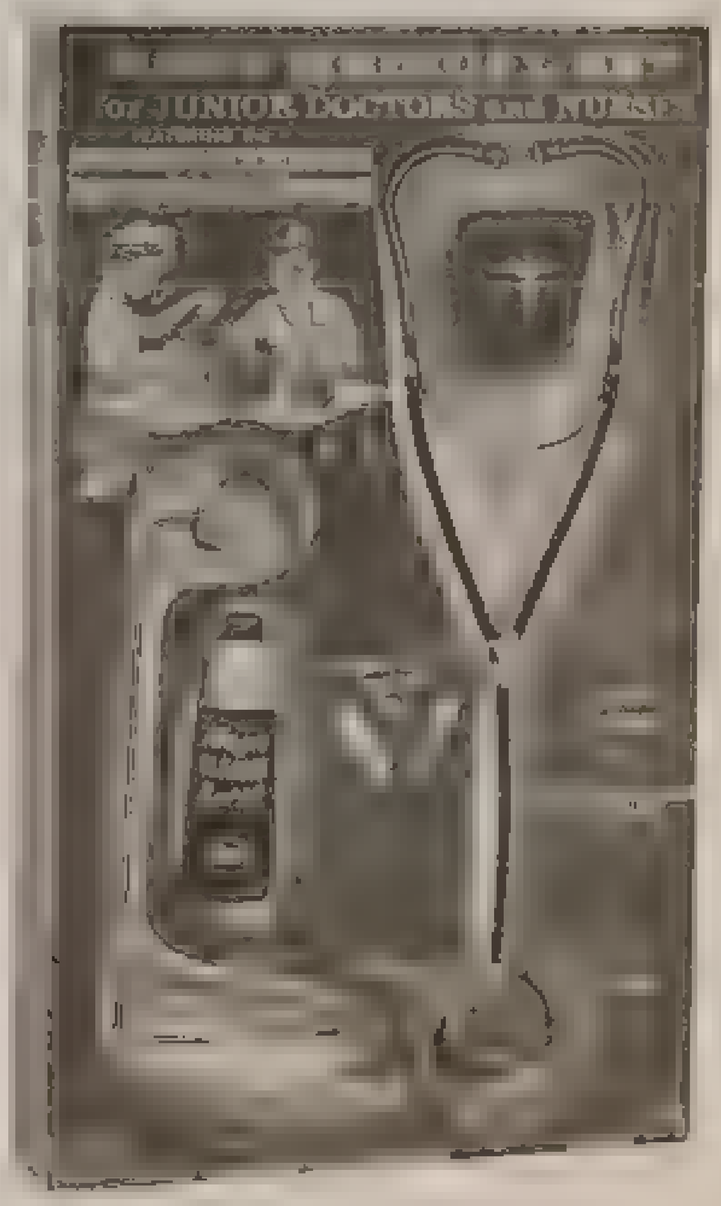
IDEAL

AMSCO ADDS

# the touch of magic

## TO DOCTOR-NURSE TOYS!

- Never Before, Such Realistic Play Value!
- Magic Plasma Bottle Simulates Actual Hospital Transfusion—Keeps Filling Itself!
- Magic Stethoscope Really Beats —Without Winding Or Batteries!



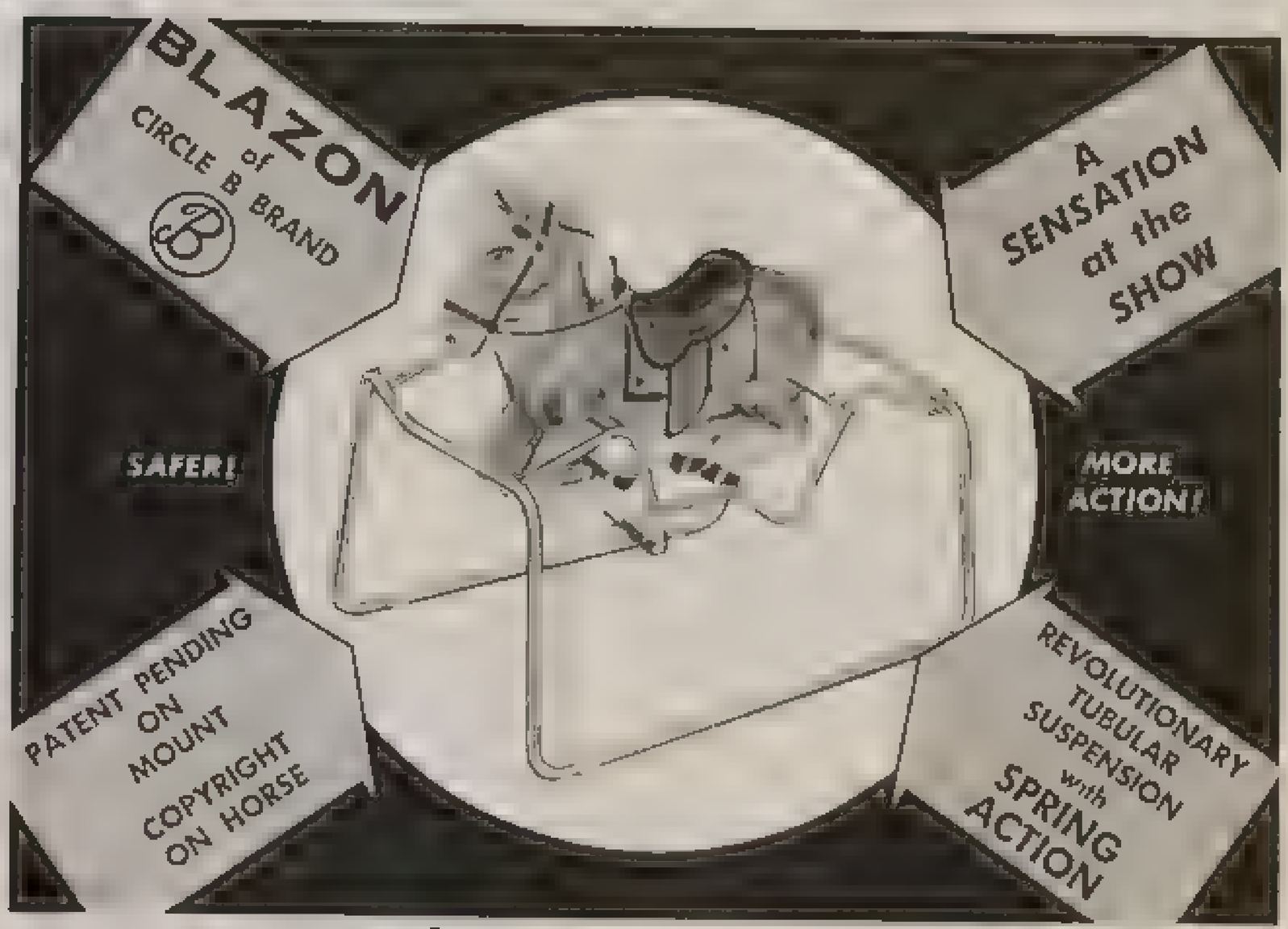

- Exclusive Stor-A-Tray Packaging Keeps Units In Place, Shrink Film Wrapped For Maximum Visual Display
- Available as $2 Set, Or As Individual Units At $1 Suggested List

MAGIC PLASMA BOTTLE.
Four-color Display Card
Master Carton Size: 10½"x
Packed, 2 doz. Weight, 3 lbs.

MAGIC MEDICAL SET
Box Size
Master Carton Size
Packed
Weight

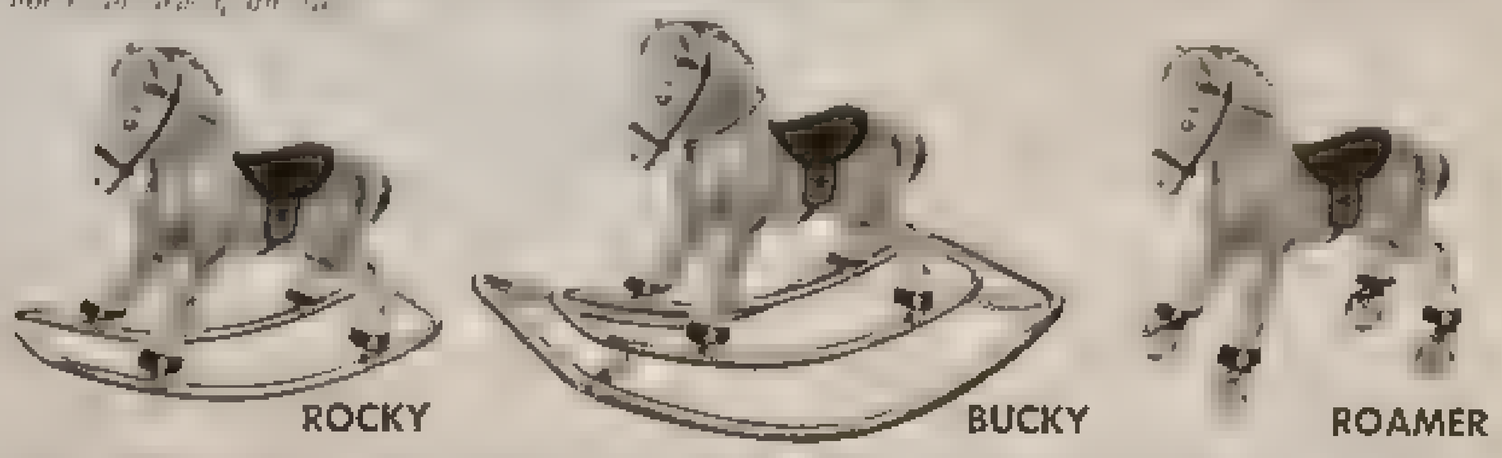
DR. KILDARE'S "THUMPY HEARTBEAT STETHOSCOPE. Last Pr
today. Four-color Gift Pack Size
Master Carton Size
Packed
Weight
Display Carton Size
Packed
Weight

AMSCO INDUSTRIES, INC.
Atlanta, Pa




## Blazon RIDING HORSES

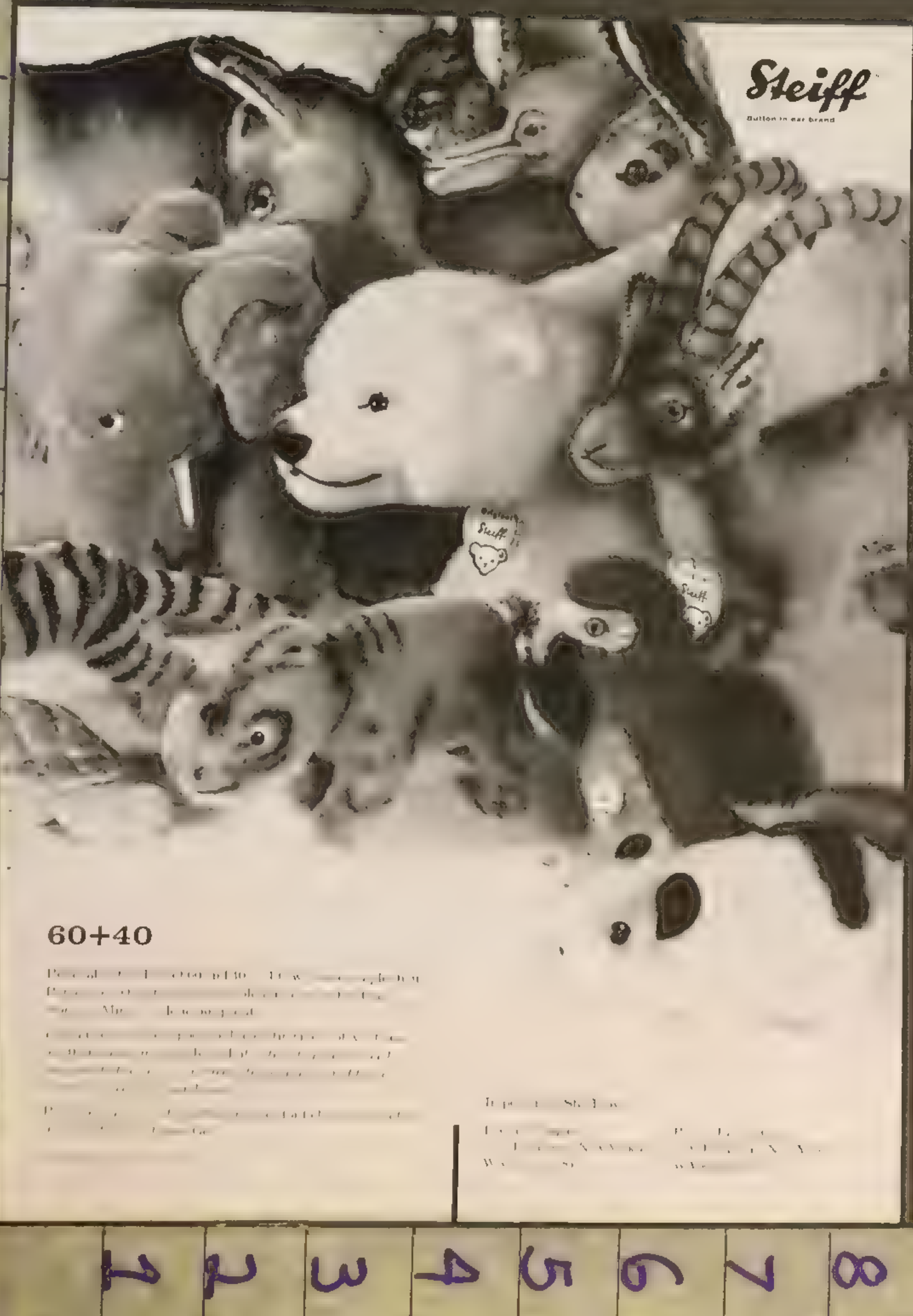
Every boy who has ever ridden a beautiful, lively looking steed is immediately impressed with its terrific ridin' action. Here is a truly big horse — not just long in the legs but big in the body with a broad comfortable saddle seat. It is beautifully sculptured in detail and wonderfully decorated. Made from strong rust-proof steel tubing it is built to take hard ridin' day after day. There are many built in safety features — no sharp corners — strong oak hand grips — and 2 different tension springs. The springs and base are largely made of Snapon, no-mar plastic pads are fitted on the base. And, the extra broad seat has a catch to lock for non-tipping safety. *Best of all Blazon has the capacity to supply these horses to you right on the*



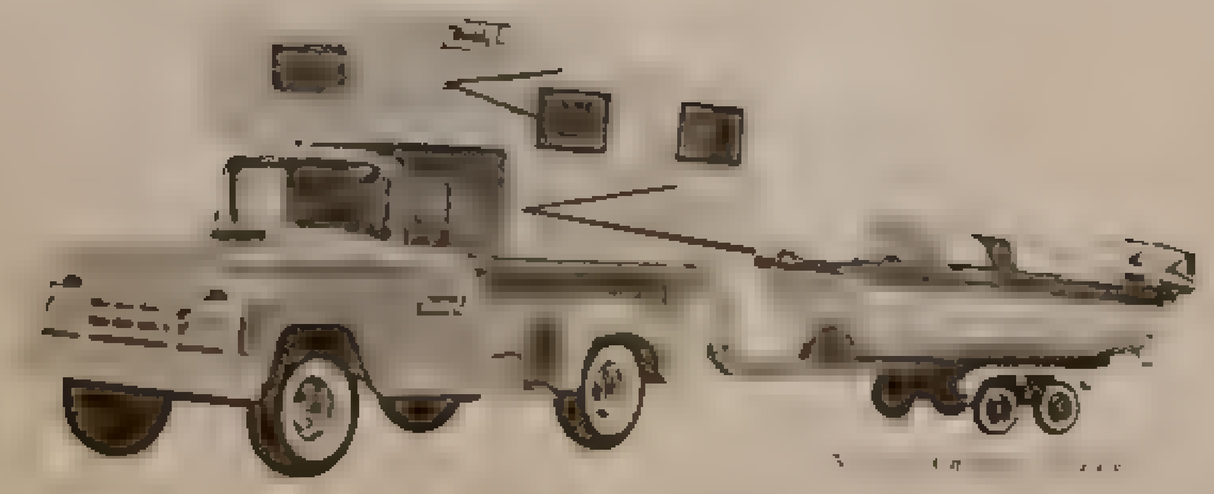
ROCKY BUCKY ROAMER

More true Western lookin' pony as that are sure to appeal to any young cowhand. Molded of tough, rigid polyethylene plastic with a broad, comfortable western saddle seat. Beautifully decorated in long-wearing colors. Bucky and Rocky have bright red foot stirrup rockers. Roamer has free wheeling no-mar plastic runners.

**Blazon WORLD'S LARGEST MANUFACTURER OF FINE QUALITY PLAY EQUIPMENT FOR THE HOME**

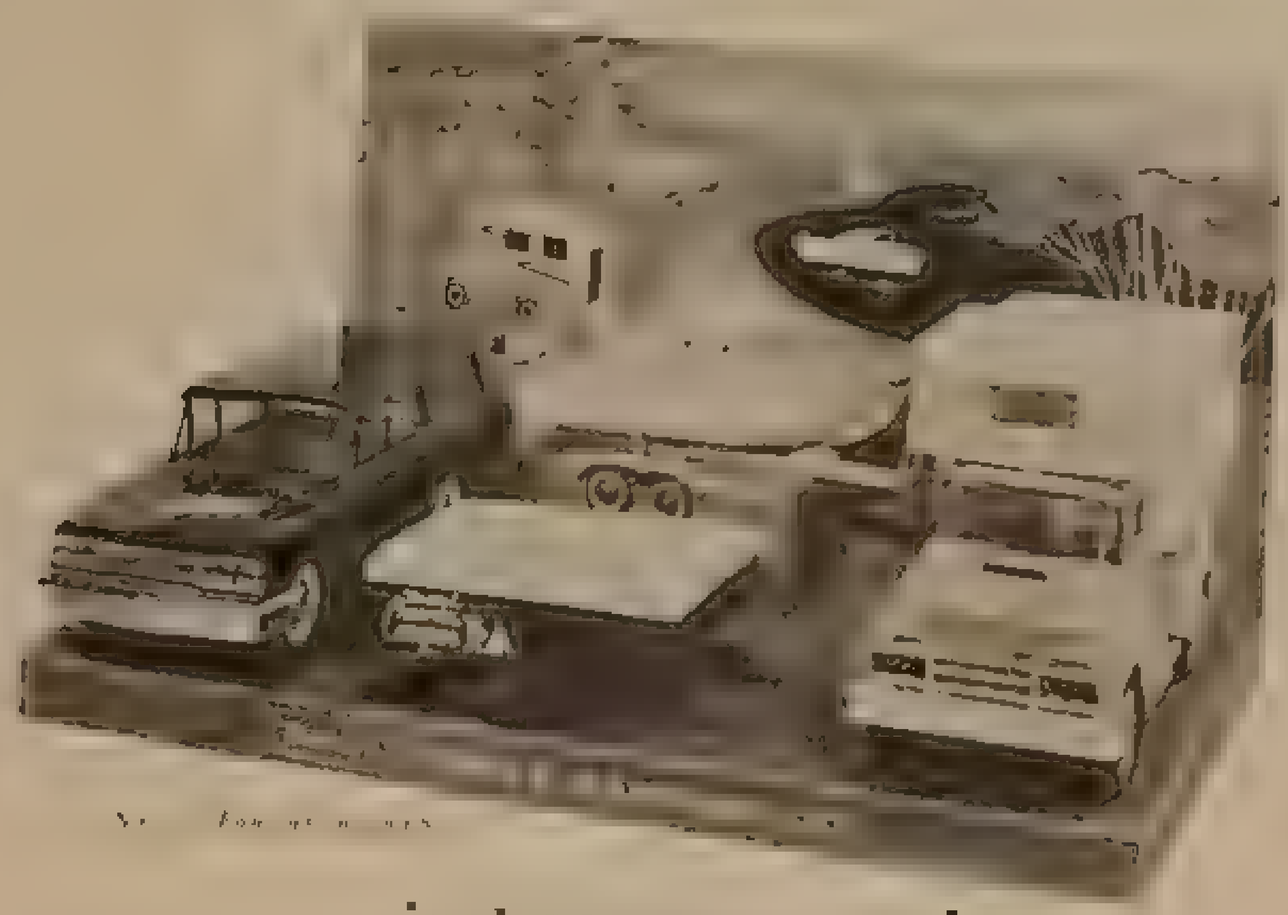



## 60+40



an easy sale

another easy sale



just as easy...and
there's more dollars in it for you

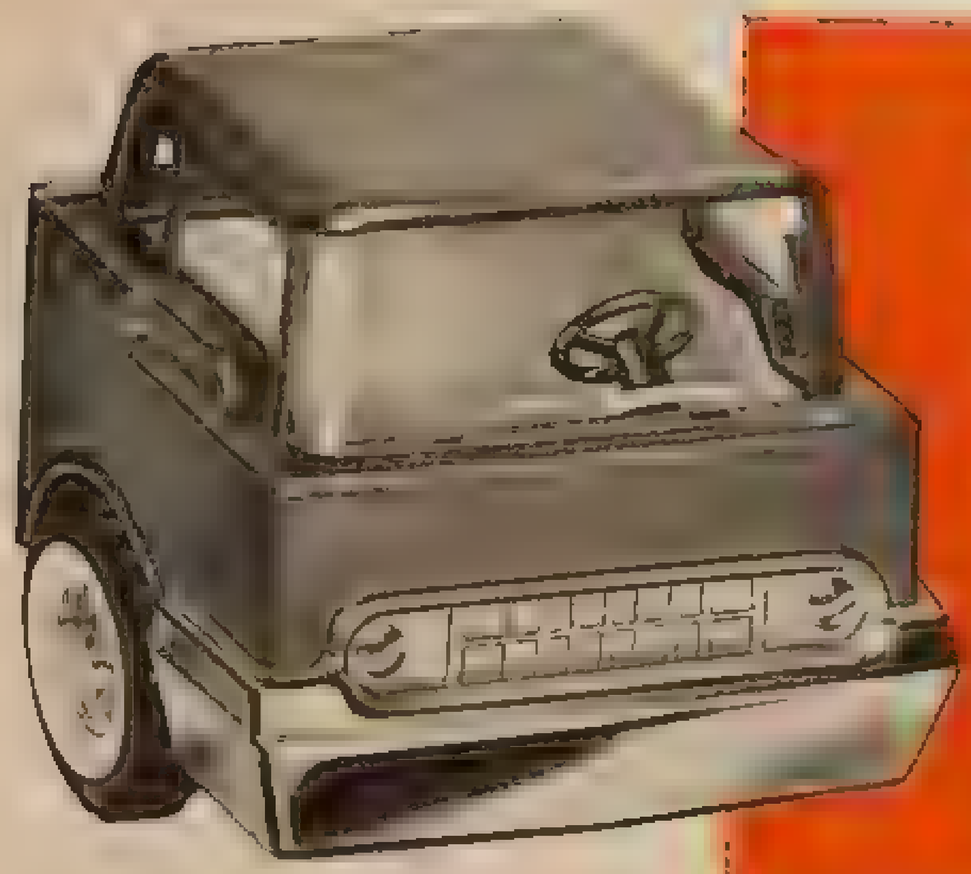
Here's a sure way to increase profits without overliving! It's No. 5960 Buddy L Family Camping Set . . . a complete 5-piece combination. Just open the carton and you have a self-selling pre-set-up display which dramatically creates sales excitement at your counter. Another reason why you get lots more from Buddy L—your customers, more play value from one purchase; you, more dollars from one sale. P.S. All three items have Spring Suspension*, a Buddy L pioneering exclusive

*Patents pending

Buddy L

200 FIFTH AVENUE, NEW YORK 10, N. Y.

12



STRUCTO

SALES-APPEALING

PLUS

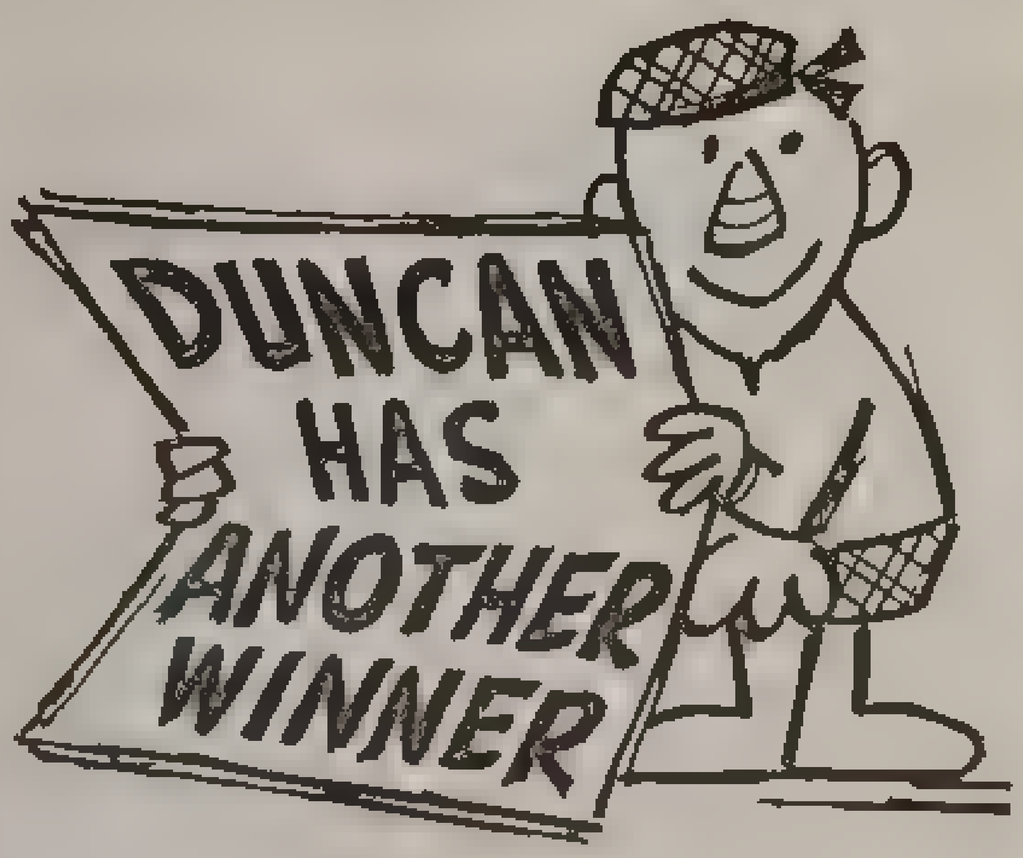
PLUS

PLUS

STRUCTO

Steel

Sales and Display Rooms: New York, Chicago, Merchandise Mart, Memphis, 2-3 Fifth Ave., Chicago Room 637 M & M Bldg., Houston, Commerce St., Dallas Room 1511 Dallas Trade Mart, Denver, 1644 Larimer Street, San Francisco, 1355 Market St., Los Angeles, 2300 W. 6th St., Portland, Oregon, 317 S. W. Ash, Tacoma, Commercial Bldg., Fourth & Fawcett St.



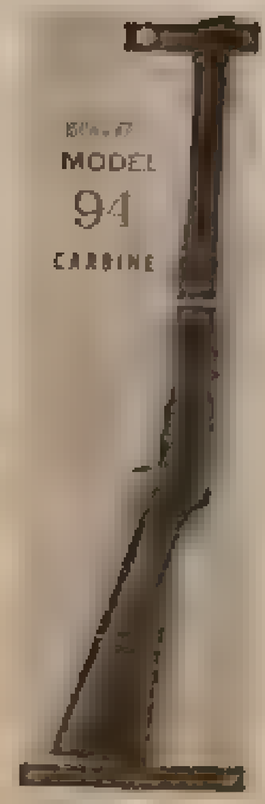

# Duncan Spinning Top Sales Soar!

LOS ANGELES DUNCAN SPINNING
TOP SALES SOARED TO A RATE
IN 15 DIFFERENT MARKETS WHICH
INCLUDED CHARLOTTE, BOSTON,
ATLANTA, SAN ANTONIO... ALL
OF THE DUNCAN SPINNING TOP
ARE PAST APPROXIMATELY
DUNCAN YO-YO PATTERN IS VOLUME.
BUY IT NI...

Donald F. DUNCAN Inc.

**DONALD F. DUNCAN, INC.**
1632 Chicago Avenue, Evanston, I PHONE UN 9-...

# TALL TALES MAKE TALL SALES !!!!



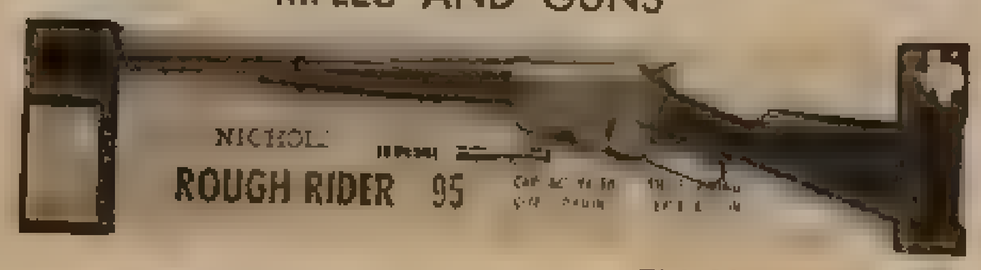

=2703—R
Retail $1 98

For the Make • Believe Cowboy and Soldier

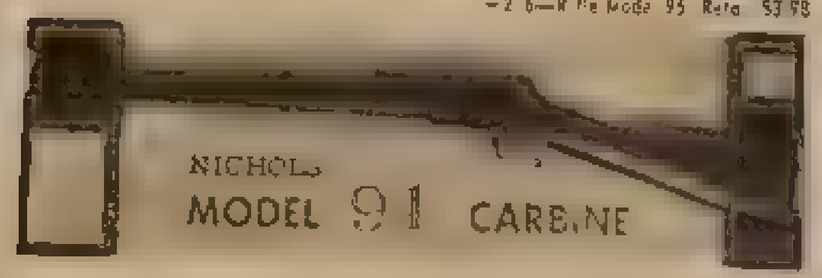
# NICHOLS

RIFLES AND GUNS

#230 — Tommy Gun. Retail $1.00




=2 6—R Rough Rider Model 95 Retail $3 98




=2 0—R Rough Rider Model 5 98

Nichols exclusive new "Gun Rack" display sells on sight. Attractively painted in natural wood grain, sturdy and easy to handle. The Carbine is available in two new packages. Display it on the counter or use the space-saving upright display with a hole punched in the top for easy hanging. Tommy Guns are packaged 12 to a carton which is a beautiful self selling display. It sets up in seconds starts selling immediately. Nichols attractive new display packages are designed for fast, easy sales

=208—Cowhand w/Caps
Sears Roebuck, Retail 98¢

=2 —Outlaw w/ Caps
Sears Roebuck Retail 79¢

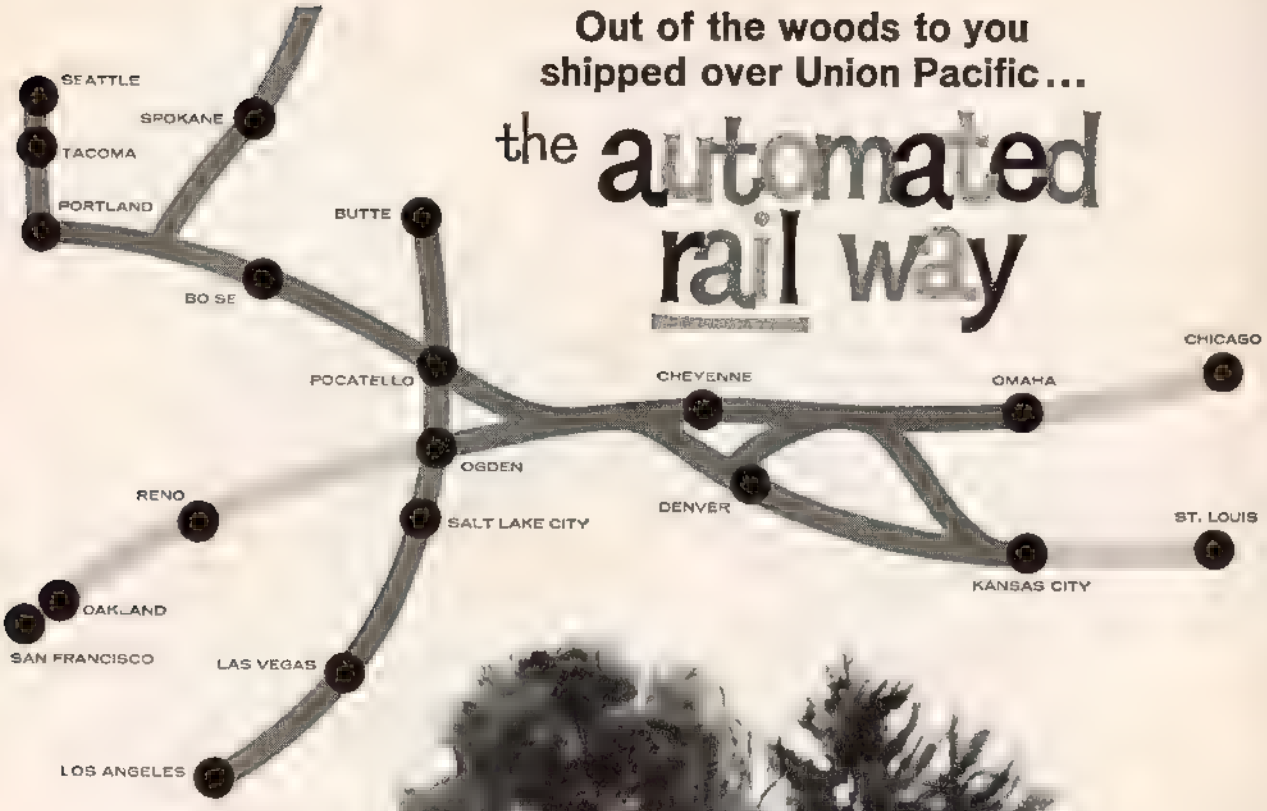
#55 Automatic 45 w/ Holster
Sears Roebuck Retail 69¢

#259—Hawk Gun =209 Cowhand
Sears Roebuck Retail $1 98

NICHOLS
JACKSONVILLE, TEXAS

## Out of the woods to you shipped over Union Pacific...

# the automated rail way



Your house, furniture, even the paper this is printed on, depend upon forest products. And, the most efficient way to ship these products, or virtually any other product, is the automated rail way. On the Union Pacific, electronic controls, data processing, automated car reporting and classification yards, together with skilled personnel, all contribute to modern railroading. So remember, when you ship or travel to or from the West, Be Specific—say "Union Pacific."

On your next business trip, take your family along. In a Domeliner you see the West ... at eye level. Family Fares apply to both Pullman and Coach.

UNION PACIFIC RAILROAD

UNION PACIFIC *Railroad*

OMAHA 2, NEBRASKA

## Automated wife savers come to you over Union Pacific . . .

# the automated rail way

Today's appliances for modern homemakers lighten household tasks with fingertip automatic controls. Many of these appliances and thousands of other items move from factory to market on Union Pacific, the automated rail way. Shipments—speeded and safeguarded by electronically controlled equipment, data processing and car reporting—move smoothly, dependably. When you ship, or travel, be specific . . . say, "Union Pacific."

On your next business trip, take your family along. In a Domeliner you see the West . . . at eye level. Family Fares apply to both Pullman and Coach.

UNION PACIFIC RAILROAD

UNION PACIFIC *Railroad*

OMAHA 2, NEBRASKA

## What goes on in those teen nightclubs

continued from page 18

rivalry. A series of these clubs is unfortunately mixed, ranging from one 19-year-old patron who finds them "gassy" (which is good) to a Chamber of Commerce president who claims they breed gang fights. Obviously the gulf between the good and evil of teen nightclubs is wide and deep, from the record, all depends on the community, the owner-ship, parental interest, and individual kids.

The Cinnamon Cinder in North Hollywood, California, for one, is a year-old success story. "It's always like jammed," says well-scrubbed Cheryl Holbridge, 16, semi-time television actress and full-time dance enthusiast. The kids come by the carload, in new and vintage vehicles, eating out in front. A refreshment attendant takes cuts into an adjacent bar, for no kids are allowed to drive, much less smoke or drink, in the parking area.

Right at the door, a sign posts the Cinder's strict entrance requirements. One is that girls may not wear shorts or Capri pants (California-ese for clinging slacks). Another is that no one under 18 is admitted. A guard may examine as many as three different identification cards for proof of age (too many kids are able to borrow someone else's draft card or other student credentials). He looks anyone who might be concealing a bottle. He inspects attire. Eighteen-year-old Jim McCabe once drove 20 miles to the Cinnamon Cinder, only to be barred because he was wearing sandals. "Now," he allows, "I always wear shoes when I come here."

Most nights, kids have to wait in line to get in; only during school examination periods is the Cinder unmonopolized. The crowd is half stag, half dating couples. There is no stigma attached to girls or boys coming without escort. Once inside, most partygoers dissolve in surprisingly polite dance hopping.

Seats in the modern, well-decorated Cinder are at a premium. Bar stools are fully occupied by kids sipping thirty-cent Cokes and studying the kind of talent available for the next dance. Tables are crowded together, just as in the continue places for adults.

The lighting is subdued, but the music isn't. Onstage, seven stage-hacked young men, conservatively clothing themselves the Pastel Brass, a swinging and a-thumping. The rhythm is throbbing, jungle-like; but as in the jungle, the creatures on the dance floor maintain a cautious distance from each other. Couples writhe but separately—neither touching nor talking. Once in a while, a young man laughs or murmurs, "Cool," to celebrate a partner's particularly admirable contortion; but to this day communication is best seen, not heard.

Even the ritual is part pantomime. A young man tosses out an imaginary fishing line and reels in his partner. Another, in tempo, threads a snake between basketball and plays it through a hallucinatory hoop. A couple mimes drunkenness, first pretending to drain a bottle and then staggering from the effects. The floor watch make a snake pit look placid. Occasionally, the ritualists become so entangled that they literally get lost and involuntarily switch partners in midstream.

In there at the second level of tables are some adults, watching the proceedings. They're interested parents, who came to oversee the Cinder. While kids must pay $1.50 to enter, parents who "double-date" with their teens are admitted free. No one seems to mind; much less even notice, the sprinkling of oldsters. Bobby Diamond, 39, says, "It's good that some parents take the trouble to see what these places are really like. It's not like being spied on, at all."

Moving amid hot dogs and soda

continued on page 158


McCALL'S
BOOK OF FUND RAISING IDEAS

A comprehensive and detailed handbook, designed to meet the needs of clubwomen everywhere who want exciting ideas and how-to instructions for moneymaking projects. It covers every possible kind of fund-raiser, from antiques shows and art sales to home tours and consignment shops. By Marjorie Full Cheshire, with Richard Marsh. Available for $4.95 from your bookstore, or from Prentice-Hall, Inc., Dept. M, Englewood Cliffs, New Jersey. Publisher will pay postage if check or money order is enclosed.

## Remember VIEW-MASTER pictures are in 3-dimension!

Three-dimension gives to pictures what stereophonic sound gives to music—depth and vivid realism. View-Master pictures are Stereo pictures. They make every scene "come to life" . . . make you feel as if you're there, seeing things as they really are. A spectacular visual thrill only View-Master full-color stereo pictures can offer.

Choose from over 300 fascinating subjects ranging from world-wide travel tours to cartoon stories and classic fairy tales. Let the magic of View-Master pictures help you perceive and retrieve exciting vacations . . . travel to foreign lands . . . provide entertainment and educational pleasure for all the family. Discover this amazing product at little cost.

Packets containing 21 full-color stereo scenes (3 reels) $1.25

View-Master Stereo Viewer with one Reel 7 hours use $1.75

VIEW-MASTER

Plus a View-Master vacation with 3-dimension, full-color pictures. Look through a View-Master in the camera department of your nearby photo shop or department store—or at scenic attractions everywhere.

43 Scenes of the World Packets in color-coded material making travel, fun and easy.

Disneyland . . . and most of the famous Walt Disney cartoon characters, are on View-Master reels.

All of the major National Parks in North America are covered by View-Master packets.

The 7 Ancient Wonders of the World "come to life" in all 3 dimensions.

The Flintstones, Yogi Bears, Popeye and Bugs Bunny are all in View-Master's top hilarity of cartoon shows.

The world's great cities are only a few of the many View-Master packets.

# FATHERS

## are SOLD on

# WONDER HORSE®

America's Most Durable Toy Success!
WONDER' BIG BOY—Big Size! Big Ride! Big realism, besides, in stroke-able SOFT VINYL! That's what Wonder BIG BOY is made of! Toy buyers applaud this winner from the Wonder Horse stable of champions for ages 1 to 7. From the world's largest manufacturer of hobby horses **WONDER PRODUCTS COMPANY** Collierville, Tennessee Suburb of Memphis, Telephone 853-2242.

WONDER
PRODUCTS CO.

# Madame Alexander

## DOLLS

***Associate your store with the best***


SHOWROOM:

200 FIFTH AVENUE

NEW YORK 10, N. Y.

Tel. AU 3-5900